

Linking Strategies

Brought to you by:

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Table of Contents

1. What is Linking?
2. Link History and Data
3. Google's Stance on Linking
4. One way links
5. Reciprocal links
6. Internal linking
7. Finding link partners
8. Paid links
9. Importance of Link Text
10. Press Releases
11. Blogs and RSS
12. Articles and Content

What is linking?

A hyperlink is a location reference that the web browser interprets, often by underlining the text in blue, to "link" to another information resource when clicked. **External links** to your site are the links that reside on pages that do not belong to your domain. For example, if you are viewing links for <http://www.adsenserealestate.com>, all the links that do not originate from pages on any subdomain of google.com would appear as external links to your site. **Internal links** to your site are the links that reside on pages that belong to your domain.

For example, if you are viewing links for <http://www.adsenserealestate.com>, all the links that originate from pages on any sub domain of adsenserealestate.com, such as <http://www.adsenserealestate.com/are/> or another example: content.adsenserealestate.com would appear as internal links to your site.

Link History and Data

Some data we've discovered after viewing the Google Patent has give us insight into the way Google feels about links and link campaigns. One of the biggest factors Google uses in judging links to your site is based on historical data. They weight links by factoring in several different pieces of data.

- a. The length of time the link has been in place
- b. How many links you get over time
- c. Links increasing or decreasing over time
- d. Does the anchor text change or remain the same
- e. How long has the domain been registered
- f. The length of the domain registration

The importance of keeping your links in place carries a lot of weight. Once you have a link in place do whatever you can to keep it there.

The amount of links your site receives over time is important. Most importantly, you don't want to build up a bunch of links very quickly and then stop or slow way down. Try to keep the amount of links coming in to your sites increasing or consistent. Google sees decreases in links over time as your site losing importance and relevance in its niche.

Changing anchor text of your links can have a impact on your

Viewing Google's patent request shows that they put weight into how long your domain has been registered. The reasoning behind this is not clear but we have determined they are looking for sites that have been around for a while.

The length of time you register your domain is important to Google. Our interpretation is to weed out spammy sites as most black hat site builders only register their domains for 1 year. They figure the domain will be de-indexed soon and don't want to waste money on de-indexed domains. Also, most businesses register their domain for a period of 2 years or more.

Google's Stance on Linking

Google has laid down the defining lines in the battle of link building and the value of link popularity. In summary, the old motto, an earned link is the best link, still outranks almost any form of link building imaginable.

Essentially, if a link is earned due to quality, ideas, originality, or via establishing a site, persona, or business as a resource; chances are, that link is going to be of high value in the Google ranking algorithm: Discounting non-earned links by search engines opened a new and wide field of tactics to build link-based popularity:

* Classically this involves optimizing your content so that theme-related or trusted websites link to you by choice.

* A more recent method is link baiting, which typically takes advantage of Web 2.0 social content websites. Think Myspace.com, Squidoo.com, and Digg.com

Our advice is: Always focus on the users and not on search engines when developing your optimization strategy. Ask yourself what creates value for your users. Investing in the quality of your content and thereby earning natural back links benefits both the users and drives more qualified traffic to your site.

So, what is bad linking? Short-term option of non-earned back links via link spamming tactics such as link farms.

More from Google:

We've always taken a clear stance with respect to manipulating the PageRank algorithm in our [Quality Guidelines](#). Despite these policies, the strategy of participating in link schemes might have previously paid off. But more recently, Google has tremendously refined its link-weighting algorithms. We have more people working on Google's link-weighting for quality control and to correct issues we find.

So nowadays, undermining the PageRank algorithm is likely to result in the loss of the ability of link-selling sites to pass on reputation via links to other sites.

Getting Links

One way links

One-way links are just what you would think. You get a link without having to give a link back. One-way links have much more weight than reciprocal links. They appear to be a truer endorsement of your site, an endorsement that says your site must really be good because there was no quid pro quo (i.e. no reciprocation).

Many of you already have the most valuable one-way link on the internet, a listing in the dmoz.org directory (Open Directory Project). The dmoz link provides a highly relevant, on topic, one way link. That is one of the main reasons people work very hard to get their links in dmoz.



Examples of how to get one way links:

1. Write articles in your area of expertise and submit them to online publications and re-publishing sites. Some forums also allow the posting of professional articles. Make certain that you can include a "resource box" at the end of the article that tells a little bit about you, and includes that all-important link to your site.

There are also services that will distribute your article for you.

2. Give testimonials. If you find a product or service or website that you like, make sure to send them a glowing testimonial - with a link to your site at the bottom. If you don't see other testimonials on their page that have links included, you might ask for the link to remain when you submit the testimonial.

3. When signing the guestbooks of other sites you visit, make sure to include your URL. Google currently spiders guestbooks, so these links count towards PageRank (for now). Don't rely on these in the long term, though. I have a feeling that Google will eventually remove guestbook entries from their calculation of PageRank.

4. Another method that has moderate effectiveness is to have an awards program; if your site concept is conducive to the idea. When you give an award, you obviously include a graphic representation of the award that the winner can display on their site - along with a link back to your site's awards program page. An award program is good for a lot of other reasons, too.

5. Submit your site to the Open Directory Project at www.dmoz.org. You can also improve your link popularity by submitting to the smaller directories on the web.

Reciprocal links

Reciprocal links are arranged when two web sites agree to link to each other. They are also known as "link swaps", "link exchanges" and "link partners". Late in 2005, Google's Matt Cutts made it clear that it's possible to "overdo" reciprocal links. Getting good, solid, reciprocal links should be **part** of your links strategy, not your total marketing strategy.



When ranking sites, the major search engines take into account the number and quality of the sites that link to you, too many reciprocal links from irrelevant sites

can hurt your rankings. Persuading good quality, relevant sites to link to you can be tedious, time-consuming and frustrating. Here are some tips to increase your chances of success.

One way to find link partners is to do searches in major search engines such as Google and Yahoo! to find sites which complement yours but are not direct competitors. Many sites also link to direct competitors, figuring that the benefits outweigh any disadvantages.

Internal linking

Linking inside your own network of websites can be beneficial but you need to develop a strategy to make it work for you. Our recommendation is to use one of your sites as the main site or hub, preferably a high traffic, high PageRank site. We like to use the pentagon linking strategy, named because of the similarity to the shape.



Google does pay attention to IP Addresses when factoring in link authority. That's why we recommend the pentagon strategy; you don't want to link every site you

have to each other. It's also better if these sites are spread out on different servers or hosting providers so they have different IP Addresses.

This type of linking will increase your PageRank and your page reputation thus building your page authority. Page authority is given to pages that have many links from sites with page rank and page reputation. Both being passed on with the more links you have in your network.

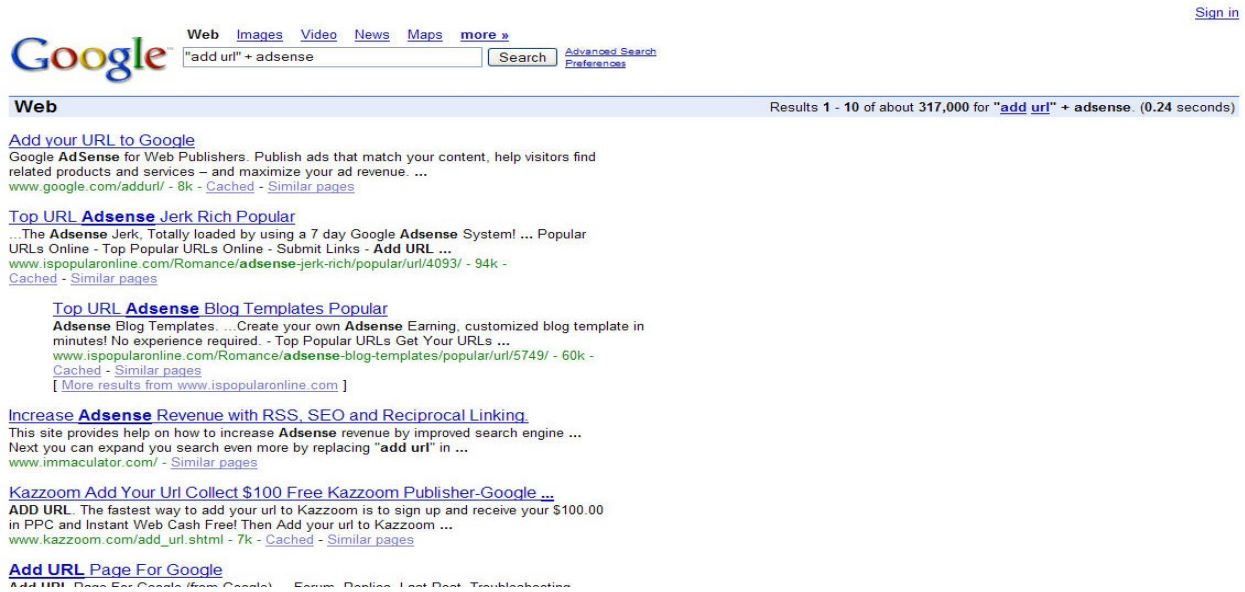
Finding link partners

There are a couple of ways to find link partners to exchange links with but most importantly, you want to trade links with relevant sites. By that I mean sites that are in some way related to your niche. Perhaps the easiest way to do this is to head over to Google and search for link partners. This can be done a few different ways.

We are going to search for link partners using the following format. Type *"add url" + Your Niche** and you will see the many directories that are available for you to submit your site to. Another way is "submit site" + Your Niche, this will bring up all the sites that allow you to submit your site to their directory or link pages. Next, we can try "link to us" + your niche; this will bring up more listings of people that are actively trading links in your related niche.

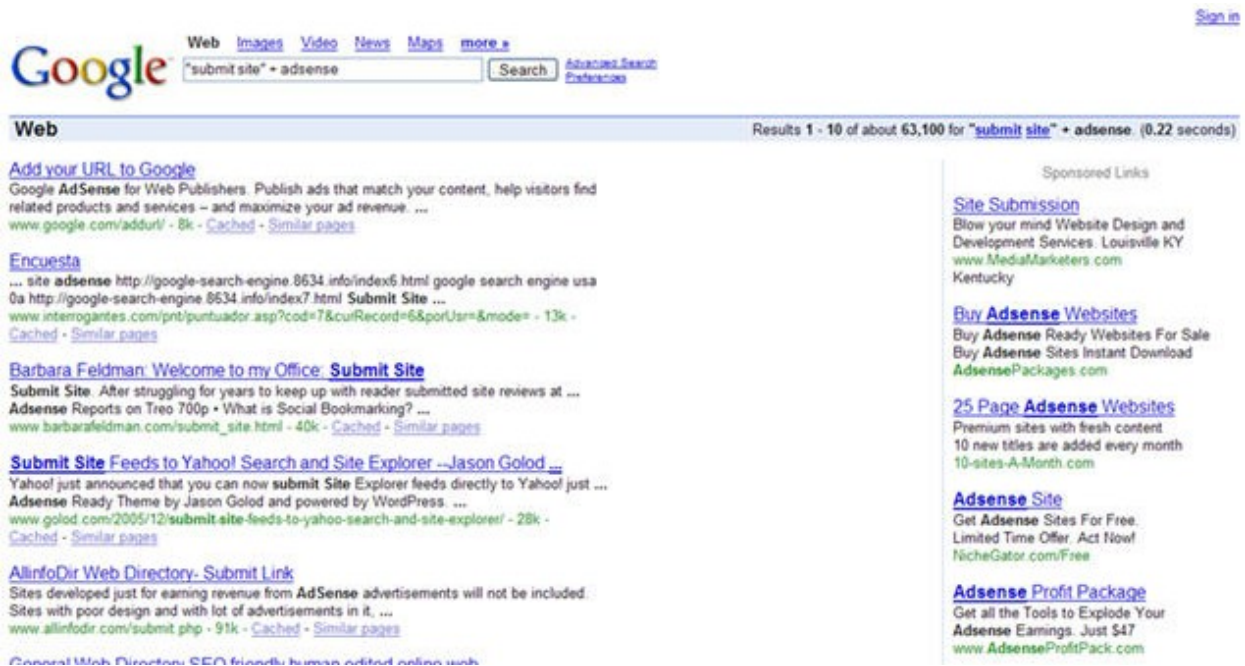
*It's important to leave the quotes in when you search using the above methods.

**Your Niche will be your niche or one of your keywords.



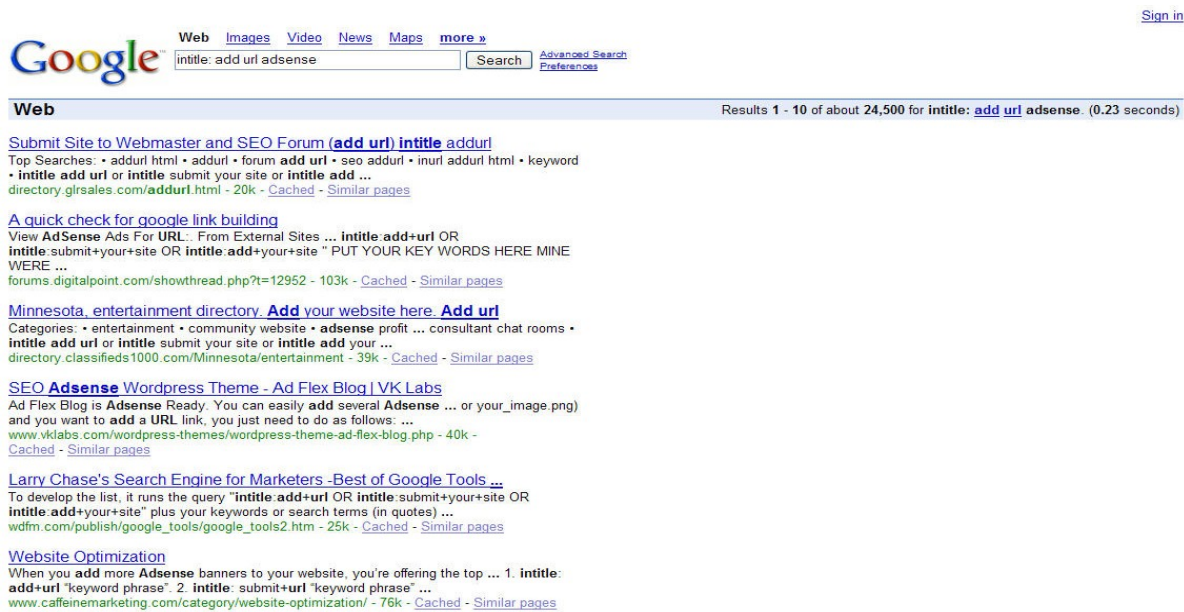
You can see this search provided 317,000 results for add url and the niche AdSense,

As you can see this search produced 63,000 results for submit site + AdSense, giving us potentially 63,000 link exchange partners.



Another way to search is to use Google Modifiers. We know that Site titles, anchor text and page content are all determining factors in rankings, let's search using these modifiers. This will search out sites directly related to your niche and have your keyword in their title, anchor text and/or page content.

Use this method to search. Intitle: add url + niche



As you can see, the above example produced another 24,500 potential link exchange partners.

You can also use the following modifiers:

inanchor: submit site computers | intext: link to us computers

You will use your site's niche in the place of computers in the above example. Those examples will give you results showing anchor text and page text related to your niche, giving you even more potential link partners.

After you find these potential link partners, send them a professional letter asking to trade links with them and keep a record of these requests. You can setup a simple spreadsheet using Microsoft Excel or search the net for some programs that help organize reciprocal linking.

Paid links

Remember; if you start buying links be very careful to keep them in place. We discussed earlier that Google does watch your sites to see if you lose backlinks and it may hurt your rankings. The practice of buying text links should be something you do after you have been working your link strategy for some time. Don't run out and buy links before you get one-way links and reciprocal links to your sites.

When you buy text links, you are essentially buying a link on a website. It is important that you do this in the same manner that you use for one-way and reciprocal links. Choose sites that are related to your site, use keyword rich links and don't overdo it. Slow and steady wins the race.

Budget accordingly, start out small and work your way up to the high priced links.

Focus on where you can get the biggest bang for your buck, a site that I use is Text-Link-Ads.com. You can buy links based on relevancy, PageRank, traffic, etc.

Importance of Link Text

It is very important to use the text of your link and link description to your advantage and don't simply put the name of your site as the link. This is known as the Anchor Text and is very important in your linking strategies. Look at the following three examples.

- A. [19" LCD Monitor](#) – Discounted 19" LCD Monitors on sale now at "your site"
- B. "Your site" is the leading source for [ViewSonic 19" LCD Monitors](#), check it out.
- C. The [19" VX1945wm ViewDock LCD Monitor](#), lets you dock and charge your iPod while you work or play on the generous [19" LCD Monitor](#), high brightness display.

All three examples are good examples of keyword specific link titles and descriptions. Example C is the best and most relevant example for a couple of

reasons. You are linking to the broad term 19" LCD Monitor but you are also using a specific model number in the text as well for more refined searchers.

Let's take this one step further, if you use text in your link description that also appears on your site in the form of content, it's going to put more weight on the link itself and give your site more link validation and better rankings. Make sure you put keywords before and after each of your links, if the site allows you to do so when submitting links.

Press releases

A news release or press release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, it is mailed or faxed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial newswire services are also used to distribute news releases. There are sites on the internet that are specifically setup to distribute press releases to the newswire services and publications. The most popular site is www.PRWeb.com

Press releases are powerful for a couple of reasons, they can drive traffic to your website by including links to your site and most importantly they can have long term **SEO Benefits**. The long term benefits are there because most PR services archive your press release on their website leaving the information there forever.

The best way to write a press release is to make it sound like a newspaper story, not like a sales letter. Providing keywords and phrases related to your niche site or niche market. Utilizing the title of your press release like you would the title of your site. Your contact information and website links are in the press release to direct potential visitors to your site.

The press release sites distribute your press release to hundreds of media personnel and consumers and sites like www.prweb.com will give you the full details of how many times it was picked up, printed, downloaded, etc. If you get

good at writing press releases you can get hundreds of quality one way links very quickly and they will be there forever.

Blogs

A weblog (usually shortened to blog, but occasionally spelled web log) is a web-based publication consisting primarily of periodic articles (normally in reverse chronological order). Although most early weblogs were manually updated, tools to automate the maintenance of such sites made them accessible to a much larger population, and the use of some sort of browser-based software is now a typical aspect of "blogging".

We can use blogs to help with many areas of SEO and traffic generation, I'm going to cover a few key points of Blogs and linking and how they can benefit you.

Search engines love Blogs because they are text based and the content is updated often. This makes them search engine spider friendly and once a blog is spidered, it will be crawled often. Because blogs are spidered often you can get other sites indexed very quickly using your blog.

Start your first blog on one of your high PageRank sites (if you don't have one, just start a wordpress blog on a one of your domains). Start posting to the blog daily and post about your niche sites with keywords, key phrases about your niche, linking your keywords and phrases back to your niche site.

After you make the post live, go into the admin area and use the Ping feature. When you use the ping feature you are telling the search engines your blog has been updated. The search engines will crawl the blog and see the new links, thus spidering the niche site listed in your post. This is a great tip to get your sites indexed quickly.

You can also use the blogs Link system and trade links with other bloggers, helping you get even more backlinks to your sites.

Articles

Writing articles is one of the easiest ways to put good relevant content on your niche sites, loaded with keywords and key phrases; they give relevancy to your site. We can use articles to help drive traffic to your sites and to help with your linking strategies. How can we use articles to help increase linking?

There are a couple of ways. One of the most common ways is to write good keyword and key phrase rich articles about your niche and submit them to the article directories. You link the keywords and anchor text back to your niche sites and you can link the author credit area back to your niche site as well. This is a great way and everyone uses this method. I'm going to show you a new method that is very under used and not very popular, yet.

Exchanging articles with other niche site owners can greatly improve your linking campaigns and help drive traffic to your niche sites. Write your keyword rich articles and work together with other niche site owners to trade articles. They place your article on their site and you place their article on your site. Strategically placing links throughout the article by linking the keywords and phrases that are directly related to your niche. You want to link these back to your internal pages, not just to the home page. This will help build your deep linking campaigns and take you to the next level of linking.

You must not exchange the same article more than once. You must rewrite the article or use a completely different article each time you exchange them to avoid the duplicate content filters and penalties. A good rule of thumb is to change them 25 to 30 %.

Make sure you optimize your articles by using titles tags, H1, H2, H3 tags, etc. just like you would optimize the pages on your website.

When you are exchanging articles the anchor text to the actual article should have your keywords and key phrases and be relevant to your niche site. It is important that the link be the actual phrase you are trying to get ranked in the search engines. You will find a list of recommended article directories at www.adsenserealestate.com/are/login.php

Thanks for reading this report on Linking Strategies, we sincerely hope that you can use this information to help build your Virtual Real Estate Network and increase your search engine rankings. 😊

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