

Introduction to your SEO guide

Hi, I'm Dan Richmond, and you're about to get hold of my break-through *SEO in Practice* guide. I stay online 24 hours a day, so sure, I know today's situation with SEO books. There're just so many of them!!! And yes, I know someone may be skeptical. But I may ask SO WHAT? I'm serious about making this book the best practical SEO guide ever, and here's the only way to prove this: **check how it works**.

So right now, in the book's introduction, I'll just try to answer the important questions you might ask me before you start. And then we'll get straight to action.

*Firstly, here's a couple of words about **why I wrote the book**.*

For the eight years I've been a professional SEO, I worked out winning strategies using the try and error method. Now I believe I'm expert enough to put the best of my experience into a **practice-oriented SEO guide**.

I've seen hundreds of clients, and you can take my word: each day, they keep asking the same things. And after 8 years in SEO I know this for sure: the main question here is not what it's about. It's definitely

WHAT ARE THE EXACT THINGS TO DO TO MAKE GOOD MONEY WITH MY WEBSITE?

Now tell me honestly, among the hundreds of SEO books in the Internet, did you see any that teaches the **exact simple steps to get to the top**? So take me for a humbug if you like, this tutorial is unique. It answers the "what-should-I-do" questions my clients keep asking me for years.

I know you also have some general questions about SEO. Same thing, I answered them a million times and now's yet another one.

The first problem you have to decide at once is:

To SEO or not to SEO?

If you check it on the Web, you'll find there're other ways to get traffic (= visitors) to your site and thus to make money. Say, pay per click campaigns (PPC) like Google AdWords, Yahoo! Search Marketing, or Microsoft adCenter.

Here's what I can say, and it's not a personal opinion, but a common fact: **PPC brings results fast**, but you have to **pay all the time**. The sums get rather big. And you never know for sure, whether PPC will pay for itself, or it's just money down the drain.

SEO is different, in terms of investment and effect. First you pay (and all of us SEOs know that real optimization costs are very small), and some months later you start getting dramatic results. Yes, SEO pays for itself hundreds of times better, in the long run.

The amount of traffic that SEO will bring you is unlimited. You'd simply go bankrupt trying to get as many visitors with PPC campaigns.

Read what happened to one of my clients: in March 2006, they launched a new online gift store. At once, they started a PPC campaign and spent about \$40,000 within 3 months. In return, it only brought \$28,000.

At the same time in March, I started an SEO campaign for them. All in all, it cost less than \$14,000 (including my charges, which are quite big). And, by December 2007, the estimated gain from SEO was \$122,000, which is **4.4 times more** than Pay Per Click could bring.

As you can see, even if you pay an expert to optimize your company's site, this pays for itself dozens of times over! And if you do SEO yourself, your costs are so small, and your profits can exceed them by not even dozens, but **hundreds of times!**

Thus an ideal solution is, go ahead with SEO, and launch a PPC campaign at the same time, to get some traffic from it before your SEO efforts start bringing you real money. And remember: PPC brings pennies, compared to what you get with SEO.

The second question is,

Should I do SEO myself, outsource it to a freelancer, or pay an SEO company to do it for me?

What if you hire a freelancer?

Firstly, you can **never** trust he's doing it right.

What if he goes the wrong way and your site gets banned? How are you going to control an outsourcer? Moreover, he will ask for a fat sum.

Read this search engine optimization guide, and you'll know how to check what a freelancer's doing at any moment and what it's really worth.

An SEO company will charge a lot.

(When I say **a lot**, I mean it!)

And, if you trust them to start your SEO campaign from scratch, they will do exactly the same things you can do with this book, or even less — but you'll have to pay thousands of dollars, monthly.

Now, please think of yet another thing: since I started working in Link-Assistant.Com in 2005, my clients' businesses gained **over \$37,000,000** due to web promotion. And believe me, **the best part** of these 37 mln **could** have been made **without my assistance**, had my clients read this book.

Read this SEO guide, and I'll be sure that you'll never pay an SEO company more than they deserve.

DIY is free, but requires knowledge and time.

Yet with this book in your hands, you'll get all the knowledge you need. And it'll save you a lot of time, firstly, because **you don't have to educate elsewhere**, and secondly, because it teaches you to make abundant use of **SEO tools that make it hundreds of times faster**.

And, it's not at all hard. All strategies I provide here were devised for *real-world clients* in order to earn *real-world money*. And here's my word: **to make a boom of sales, you need the simple universal things I teach here**.

Call it a schedule, a manual, or whatever — this book is like taking you by the hand and guiding you, step by step, up to the point when you break a bank with your site.

Here're five curious facts about web search:

- When Internet users look for information, services or products to buy, more than **8 out of 10** rely on search engines, not simple surfing.
- **85%** of these searchers don't click on paid links.
- **63%** of links that are naturally displayed at the top of search engines get clicks.
- Being naturally found at the top (due to SEO, not to payment) converts 30% higher (= brings 30% more money).
- Over the last year, Pay-per-click (PPC) costs have grown **37%**, and they go on rising.

So here's my idea:

as long as you start, **do SEO** (whichever way you like), and **use this book**. Mind it, with this guide you'll be in fact doing things a professional SEO would do — and it'll turn out easy and free!

After that, when your site is flourishing, you can afford to pay for very sophisticated SEO tricks. Yes, a grown-up site may need personal approach. So that will be the right time to hand it out to SEO experts (of course if you find that necessary).

You can even address me then, and I'll be happy to *make your perfect site even better*. So if you want to discuss your own SEO-related questions with me, just email me at dan@seoinpractice.com

dan [at] seoinpractice [dot] com

One more thing we have to discuss now:

Who can do SEO (= Who is this book intended for?)

The general answer is: everyone. **Anyone** who could be my client will save a fat sum and gain much more — all with this book.

And among my clients, there were medical centers, financial consultancies, music shops, wildlife refuges and what-not. I knew a guy who was selling pottery on the web and a woman who founded an Internet community for people with lung cancer, a young lady who had an online art gallery and two brothers who owned a transportation business. And you won't believe me, but I even consulted (for free, cause he couldn't afford it otherwise) an 8-year-old boy whose dad made a site for him to trade soccer cards.

Thus if you have a website, you've come to the right place. And, it's time to see how you can make it work, **free of charge!**

Now you're mere seconds away from getting the first portion of my instructions.

So don't delay, [get down to your SEO guide right now](#), and push your website to the top!

Chapter 1: 100 Keywords for a Good Start

Firstly, I needn't be too smart to know for sure:

- You've got your website
- You're strongly determined to make money with it
- Right in front of you, you have a great guide telling you how to do that

That's quite enough for a good SEO start. And, here's what you'll find in this chapter:

- **[1.1 What? Why? When? How? And other questions to get started](#)**
- **[1.2 Choosing Keywords](#)**
 - [1.2.1 Getting keywords from everywhere and nowhere](#)
 - [Option1: Free Keyword Research DIY](#)
 - [Option2: Harvest quality keywords in a matter of minutes](#)
 - [1.2.2 Shortlist your keywords](#)
 - [Option 1: Sweep away the keyword trash, by hand](#)
 - [Option 2: One click to choose the best keywords](#)
- **[1.3 Making Your First Ranking Report](#)**
 - [1.3.1 Measure keyword rankings with your own hands](#)
 - [1.3.2 Let Rank Tracker do its job](#)
- **[1.4 Summary](#)**
- **[1.5 Quiz](#)**

Getting straight to the point, your first step is **keyword research**.

Never ever overlook this spadework. Though this step won't appear interesting to do, I'll give you a chance to make it as easy and fast as possible. And, here's my word: **this task is your first and biggest chance to launch a 100% winning SEO campaign.**

Now come on, let's make a flying start!

1.1 What? Why? When? How? And other questions to get started

The first thing you have to know is:

No keyword research — no SEO.

Why?

Because *keywords* are the cornerstones of SEO.

And, trying to promote a website without having the right keywords brings no results.

It's like trying to find a buried treasure without knowing where exactly it's hidden. Think of a situation like this: you know there're heaps of pure golden coins and shining diamonds buried on an island, but the old pirate map you have is half burnt, and you just can't find the right place on it. So you can dig the ground as deep as you wish, but you won't get a grain of gold.

Now what's the bright side of it? The right keywords are the best investment in SEO. It's the case when money doesn't matter. Think of this: if you have **5 great keywords**, your **chances to make a fortune are huge**. And if you have **5 thousand dollars**, you **still need the 5 great keywords**. ;)

100% sure, with this guide you'll pick out really good keywords, use them at really right time — and turn them into really big money. Once again, the thing I know for sure is: if you do what the book says, there's no way to fail SEO. Now, don't waste your time, go ahead!

So what's a keyword for SEO?

This is a **word people will type** in Yahoo! or Google or other search engine to look for products or services they need and you offer.

Before I give you my example, meet my son Mike. His girlfriend gave him an iPod for his 19th birthday, 3 weeks ago.

Today Mike's going to buy new headphones and makes a query in Yahoo!, typing in *headphones*. Now, if he sees your site at the very top of the search engine's results page, this means that you rank first by the keyword *headphones*. Also, it means that Mike is much more likely to visit your site and buy from it, then from a competitor's site that has a #4 ranking.

We can make queries using one or several words, like, *headphones* or *iPod headphones*. Terms for query that contain several words are sometimes called **keyphrases**. So *iPod headphones* is a two-keyword keyphrase.

So to get a #1 placement in search engines, the first and the most important step is to choose the right keywords and keyphrases for which you want to rank first.

Why do I call this step the most important?

I'm often asked: "*Why think so much of keywords?*"

The answer comes together with experience. Keywords are the crucial starting point of any SEO campaign. They are the material an SEO works with. Just like a cook can't make an apple pie with wrong fruit, or a potter can't make a plate with bad clay, an SEO can't make a website succeed with wrong keywords.

Pick the good keywords, and you're half-way to success. Get the wrong ones — and you'll make a dog's dinner of the whole campaign.

Here's a real story:

For over 6 years, a friend of mine has been a webmaster of a big European online bookstore (you can guess the name easily, if you wish ;)). Quite long ago, he nearly failed a \$90.000-

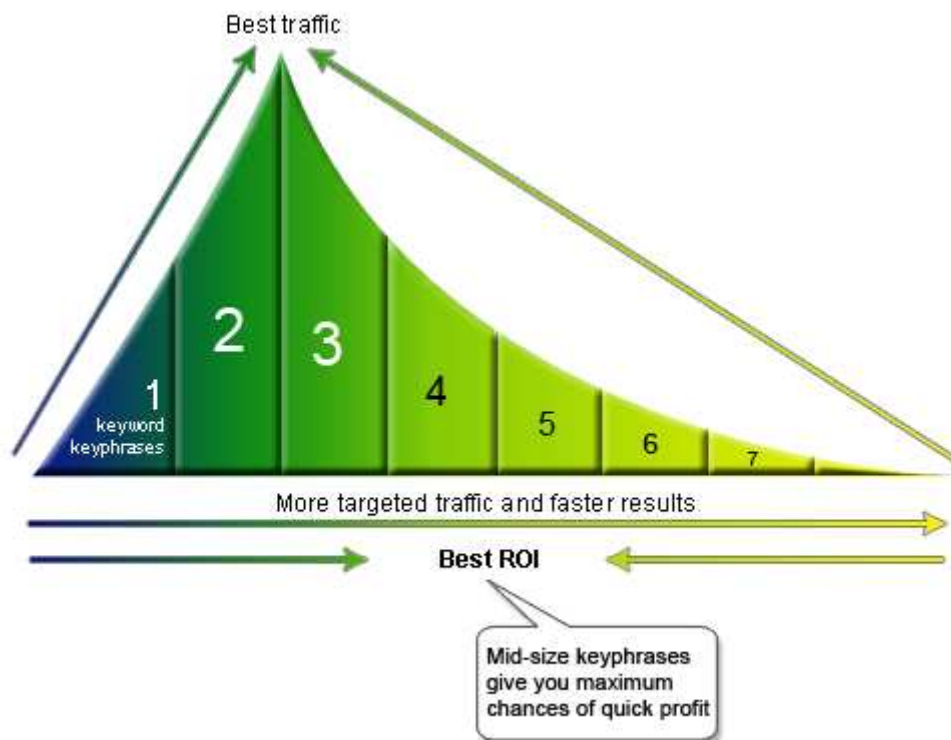
worth optimizing campaign. Everything looked fine at a first glance: the site was ranking high by certain keyphrases, and the SEO department's done a big job. But they **just weren't selling**, because some words **weren't bringing traffic** to the site, and others brought traffic but **didn't make sale**. You guess where the problem lay? Yep, the keywords were wrong! Luckily, they had enough time to sort it out and save their bottoms.

You will need the results of this first step all way through

Sure, when you get done with this step, you won't see any effect on your website's traffic. But the keywords you'll single out will be critical for the greater part of your future optimization work, be it onpage optimization, directories submit, link exchange or other. But let's not leap ahead. I'll put prior things first.

The simple truth about keywords

Now, I want to dwell upon one very important and rather contradictory thing. It's about the length and composition of keyphrases. To make it all simpler, let's use this scheme:



Influence of keyword length on website's conversion

When people make searches in Google or other search engines, most often they type in 2-word phrases, and just a bit less often 3-word phrases. 1-word phrases get fewer searches, and if the keyphrase is longer than 3, it gets fewer uses, with each word added.

So in general, *if you choose long keyphrases, you're getting less traffic.*

The only exception is 1-word keywords. They also don't get too many searches.

But the coin has its reverse. Let's talk about targeted traffic.

Please think of this: if a person types in *headphones*, who can guess what exactly one expects to find? Say, my son is in fact interested in inexpensive *headphones for running*, and you sell *professional stereo headphones*. So Mike comes to your website, maybe thinks it's well designed — and hits the back button in his browser.

But what if he were looking for *900 MHz wireless stereo headphones* and would type it in Yahoo! ? If you sell this kind of headphones, then your chances to get Mike as a purchaser would at least double — and this happens with any visitor.

Here's what we call **targeted traffic: people come to your website because they are looking for what you offer.**

If they type in a search term, find your site, come to it and buy — this means that the search term they used **converts**.

If they come to your site after the search, look it through and leave — the keyword does not convert. You only get a visit, but not a sale.

So remember: **you need keyphrases that convert.**

Now look at the diagram once again. You see an arrow at the bottom and it says there "More targeted traffic and faster results". Here's what this means: normally, **the longer and the more precise your keyphrases are, the sooner you'll get your traffic.**

Why? Because **it's easier to optimize a site for a unique phrase with little competition.**

So here's the summary: it's rather hard and not wise to get to the top with a single-word or rather broad-sense keyphrase.

The longer and more precise your keyphrase is, the fewer visitors you get, but the more targeted your traffic is.

The narrower the search term you target, the greater part of visitors convert into real customers.

My recommendation is: try to find the golden mean. If you're not sure, start with two- or three-word keyphrases that better express your customer's needs.

And now we're going straight to **keyword research.**

1.2 Choosing Keywords

Now you know all you need about keywords, and it's time to act on it.

In fact, we'll divide this into two steps:

- First, we'll make a huge list of words to choose from.
- Then, we'll sort them out and make a short list of the most profitable keywords.

Here, I have a thing to tell you: as ever, there are options, both winning, to choose between.

First on every step, I describe a **free and long way** to get what you need. It's free but it takes one or two working days each time you go through it. Still even if you're going to save your time and stick with the faster option, you'd better not skip other pages. You won't regret reading them, as you'll have a great chance to learn how search engines and special SEO software work.

After that, I'll get down to the **faster option**: a smooth **keyword tool** that makes keyword research a snap and also makes a lot of work for you at further steps.

So get down to reading the following pages to get the advantage of my [free methods](#) (or, skip next pages as idle talk, and learn how [picking keywords becomes a minutes' business with special SEO tools](#))

Let's start.

1.2.1 Getting keywords from everywhere and nowhere

Option 1: Free Keyword Research DIY

Make your first list of keywords

As of now, you have to exercise your brains a while. So get ready, it's time for brainstorming. To start with, make a list of every word or phrase you can think of that people might use to find what your site offers. Ask anyone you can to give you ideas — you never guess what alternatives your colleagues can offer.

Just like my boss often searches for *search engine marketing* — and I prefer *website promotion*, any of your colleagues or friends may have a different idea of how your product can be found.

And, use an Excel spreadsheet to put each keyword as a separate record in it, as you'll need to do some calculations later.

	A	B
1	#	Keyword
2	1	best dog food
3	2	best dog foods
4	3	best dry dog food
5	4	canned dog food
6	5	corn free dog food
7	6	dog food
8	7	dog foods
9	8	dog food pouches
10	9	dog food recipe
11	10	dog food review
12	11	dog food reviews
13	12	dogfood
14	13	healthy dog food
15	14	natural dog food
16	15	nutritional dog food
17	16	organic dog food
18	17	premium dog food
19	18	raw dog food
20	19	vegetarian dog food
21	20	wellness dog food

Excel worksheet with a list of keyphrases

Think of some keyphrases

After you have a list of single words, think of keyphrases. Try to combine the words you have on your list, or add other relevant words that better describe your product or service. Again, ask your friends and colleagues for input and try to find people that are within your site's target audience to get an idea of how they would search.

Also, take into consideration variations in terminology as determined by one's age, profession, what part of the world they are from, and so on. Remember that there are often several ways of saying the same thing.

The simple example is *headphones*. My dad rather calls them *headsets*. And Mike often says *earphones*.

And, first and foremost, my advice here is: **use your imagination**. Answers can come from most unexpected places. Want an example?

You already know about my son Mike. Now it's time to introduce his younger brother, Andy. He's 9 and I call him SEO genius.

Maybe I am cheating, but maybe I'm just a good father :) — you decide. The thing is, we sometimes play a game. I give him a word or a couple of words — and his task is to think of

all possible word combinations that rely. Yeah, I'm a practical guy :), but he gets some pocket money in return!

And you never guess what ideas this little cunning brain can have! I'd never coin such combinations with my 42-year background. Besides, it's a way to develop Andy's imagination. Maybe he'll turn the #1 rich guy on the planet?

And the thing is: the fewer things people know about SEO, the better keyword ideas come to their minds.

Use the web to get more

Once you have a good starting list of 20-40 words, use search engine databases to refine it and see what people have actually searched for when looking for similar sites. Here're the three most popular resources for doing that:

Wordtracker (<http://www.wordtracker.com/>) That's a paid service for regular use, but it offers the benefit of a free version, which can be used to complete your keyword research if you are fairly organized.

Free **Wordtracker** (<http://freekeywords.wordtracker.com/>) is almost equally useful as the paid one. If you enter your main keyword, Wordtracker lists out suggestions for other popular search terms that contain that particular word or phrase. However, like any free tool, it has a few downsides. For instance, it won't store your keywords for future use, it only gives you 100 suggestions and lets you get suggestions for just one word at a time.

Google's Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) Quite a useful thing. Select to generate keyword ideas with Descriptive Words or Phrases. Enter a keyword for the start and go ahead to get a nice list of keywords.

Keyword Discovery (<http://www.keyworddiscovery.com/search.html>) This search term suggestion tool can also be quite helpful, as long as it's free. The drawback is again, that you can only ask for suggestions for one keyword at a time, and won't be able to check more than 100 keywords daily. Besides, like the rest of free tools, it won't store your keywords for the future.

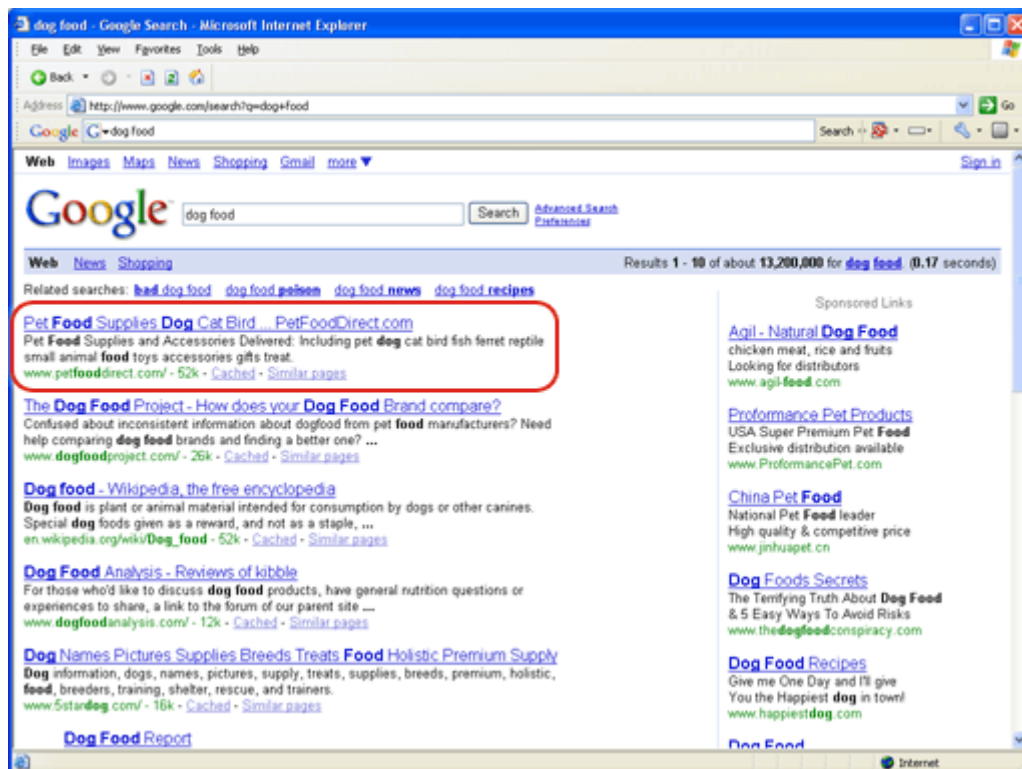
Spy on competitors

Let us be honest: each SEO is a spy. As any marketers, we always keep an eye on our competitors to get more ideas. So don't miss a chance to borrow some nice keywords from your peers.

One of the ways is to use the free *Google Keyword Tool* again. Choose some keyword phrase you'd like to use and enter it in Google's search field. That's a way to find the top websites you would have to compete with.

Here's an example of how it's done:

Say, you sell dog food. First, type in *dog food* in Google to see who your main competitors are.

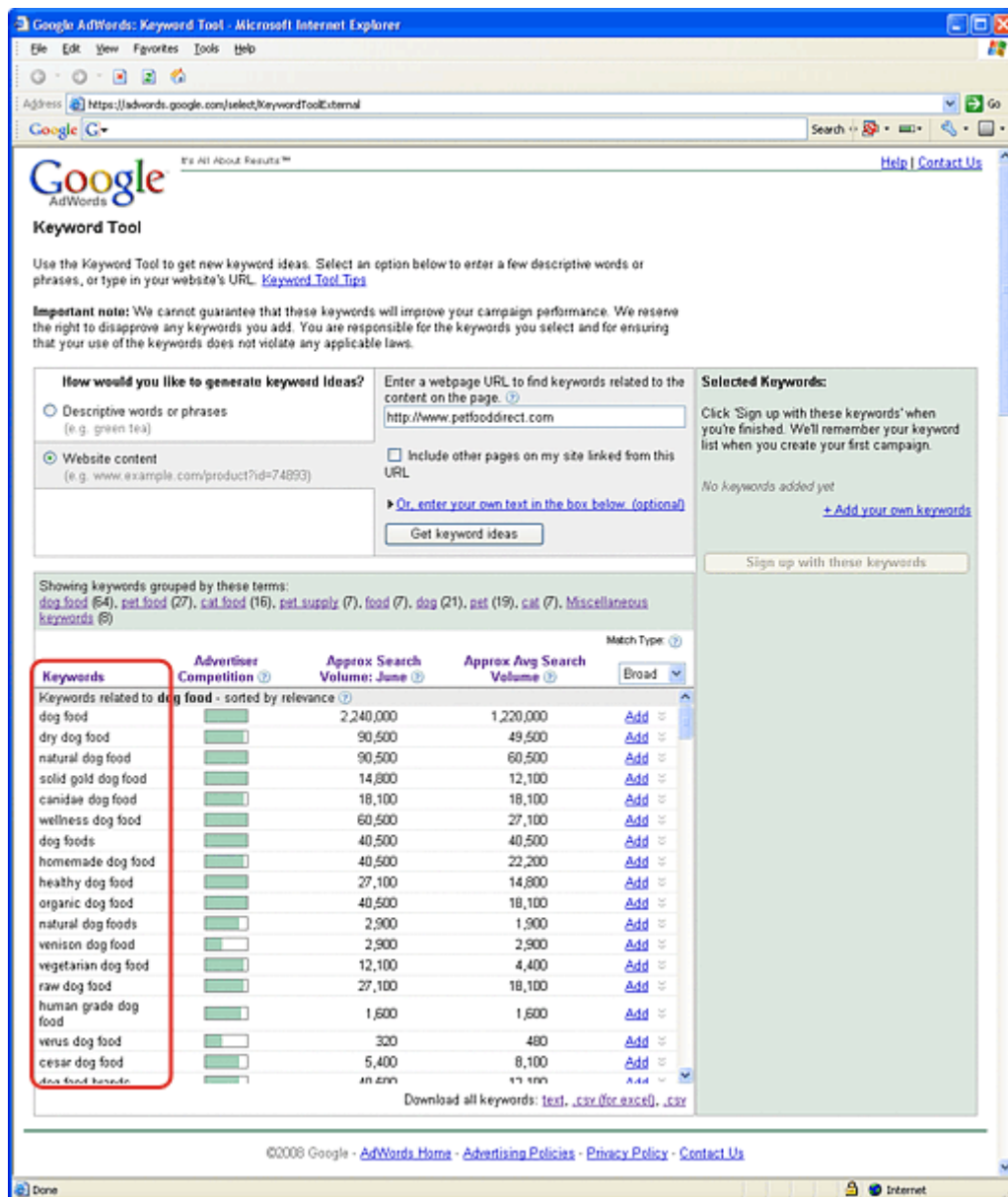


Top sites for the "dog food" keyword in Google

You can see the first competitor of yours on the screenshot.

Now you copy his URL (www.petfooddirect.com) to the clipboard, go to *Google Keyword Tool* (<https://adwords.google.com/select/KeywordToolExternal>). Choose the option to generate keyword ideas *using the website's content*, and paste the competitor's URL www.petfooddirect.com where it applies.

Now wait a couple of minutes, and Google will surprise you with a great list of keywords your competition is using. How about *premium pet food*, or *dog care products*? Might bring you visitors, too.



Google Keyword Tool

Now check some more competitors the same way — and see how your keyword list grows bigger, with the new keyword ideas you'd never think of!

Put human mistakes at your service

By the way, it's a good thing to consider **misspelled keywords**. Your SEO in Practice guide is the rare SEO book that will mention it, but that's a great way to get new ideas without even using any special keyword tool.

Think of misspellings that may occur for the keywords you want to target. People do make mistakes when they type in search terms. And this does happen more often than you might think, believe me.

Want to check it yourself? Type *gaurantee* in Google. I've just checked and found 1,540 results. Those are the smart guys! Or even better, try *sports eqiupment*. Brings 42,000 results!

So as you see, people do misspel words, use them on their sites, optimize for them and get a good portion of traffic.



Misspelled keywords results

Now come on, let's make a "Welcome" sign for all absent-minded guys: use a couple of misspellings on your site — and you'll get your portion of traffic.

So keep misspelled keywords, since if you misspell them, others might do the same and find exactly your page. And, for the time being, just put misspellings on your list.

Everyone loves the local guy!

It's sometimes very useful to **localize your keywords**. For instance, a guy from Bronx won't search for simply *car wash*. He will type in *car wash New York*, or even more likely *car wash Bronx*. So if you optimize for a localized term, you'll get more visitors who want to get what you offer exactly where you offer.

So if your business location matters, what you have to do now is, create keyword combinations with local names.

Tiny variations make a great matter

Most search engines make a distinction between singular and plural forms, as well as stemmed variations — gender forms, or "-ing", "-ed" forms.

So don't forget it may be very useful for you to target different forms of the same words as well. It'll bring some portion of searchers to your site.

Maybe not that many of them, but as long as you make a sale, it's worth the effort.

Like, if your main term is *birthday cards*, it's wise to consider *birthday card* as well. Come on, type these terms in Google! You get 4,080,000 results for *birthday cards* — and 5,270,000 for *birthday card*. Now, if you optimize for both terms, you're the smartest!

Now the talk comes to using software for keyword research — that's for getting new keyword ideas and for checking how profitable they'll be. So go ahead, your SEO book shows you how simple and fast it can be with a brilliant keyword tool.

Option2: Harvest quality keywords in a matter of minutes

As I promised, here's the simple and short way to get as many great keywords as you wish.



Rank Tracker

There's a tool called **Rank Tracker** that's great for working with keywords. The module I particularly like is **keyword suggestion**. Rank Tracker also checks website positions by keywords with a lot of details, to see how they change over time — and does much more. But we'll need that a little bit later. And right now, we'll need the keyword suggestion feature the most.

So here's where you find **Rank Tracker**:

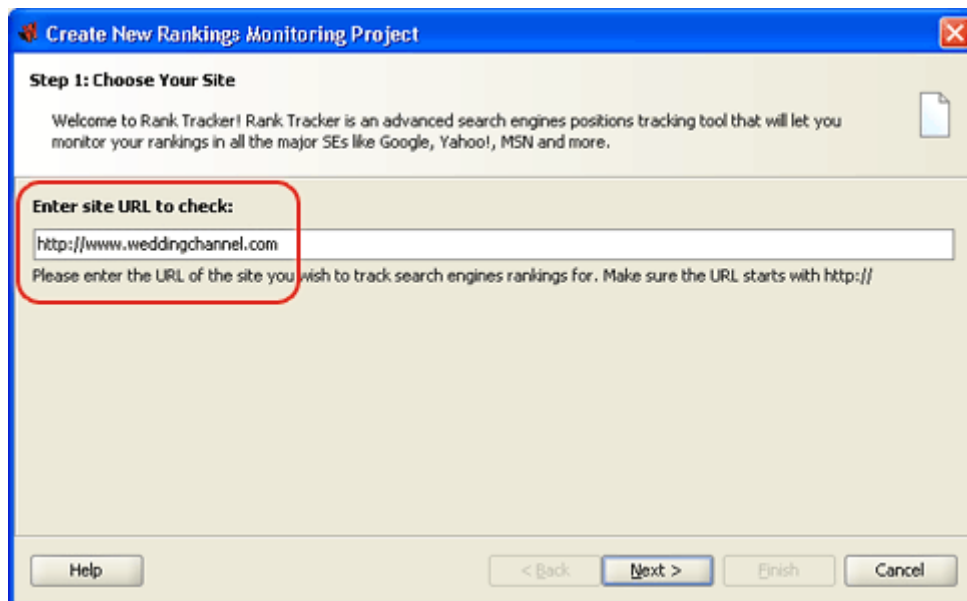
<http://www.seoinpractice.com/seo-software-bundle.html>

You can trust the software I recommend here 100%, for I not only used it thousands of times. I truly took part in its development, consulting [the Link-Assistant.Com team](#) all way through. So these tools are also products of my SEO experience. Hundreds of SEO companies and thousands of individuals all over the globe use this software. Many of my clients do part of the job themselves, with the tools I recommend. And believe me, these development guys know how to keep all their users happy!

So here's how it works. First, [download Rank Tracker](#) and install it on your computer. What you'll do now is:

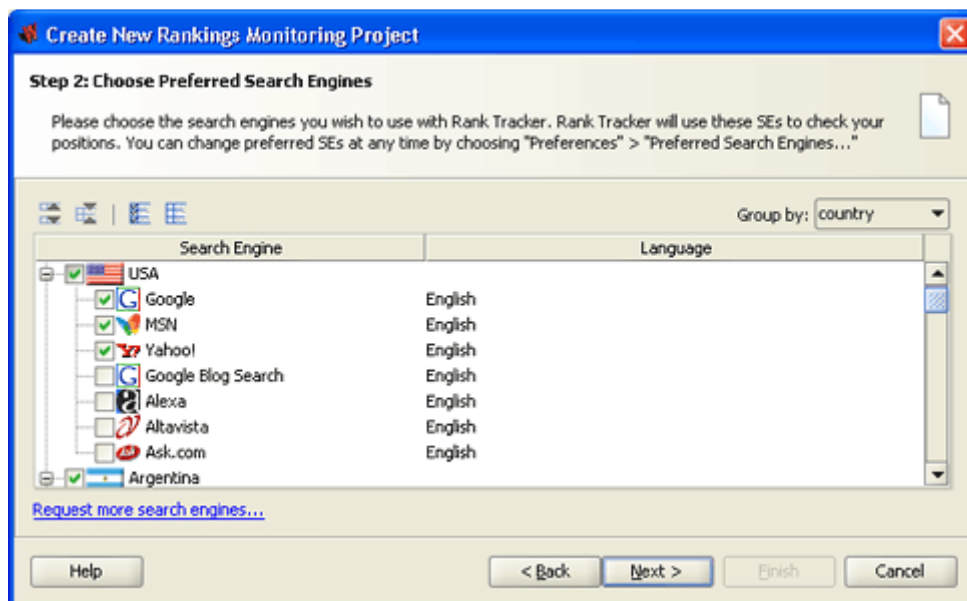
Get a long list of keywords at a couple of mouseclicks

Run the tool and click the *New* button to create a new project. Rank Tracker will ask you to enter a URL, so enter your site's URL.



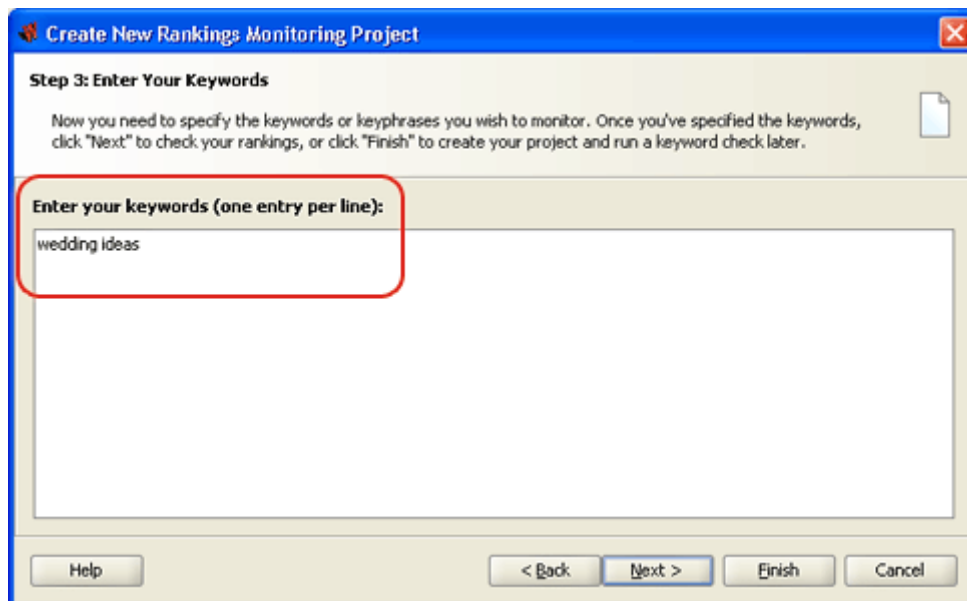
Enter your website's URL

Then choose Search Engines to apply (in fact, you can click any, say Yahoo! — it doesn't really matter for **keyword research**).



Select search engines

Now you need to enter a keyword to start with. Type in any keyword related to your business, like I typed in *wedding ideas*, and Rank Tracker will take a couple of seconds to check your site's ranking for that word (but I'll save talk about rankings for later).

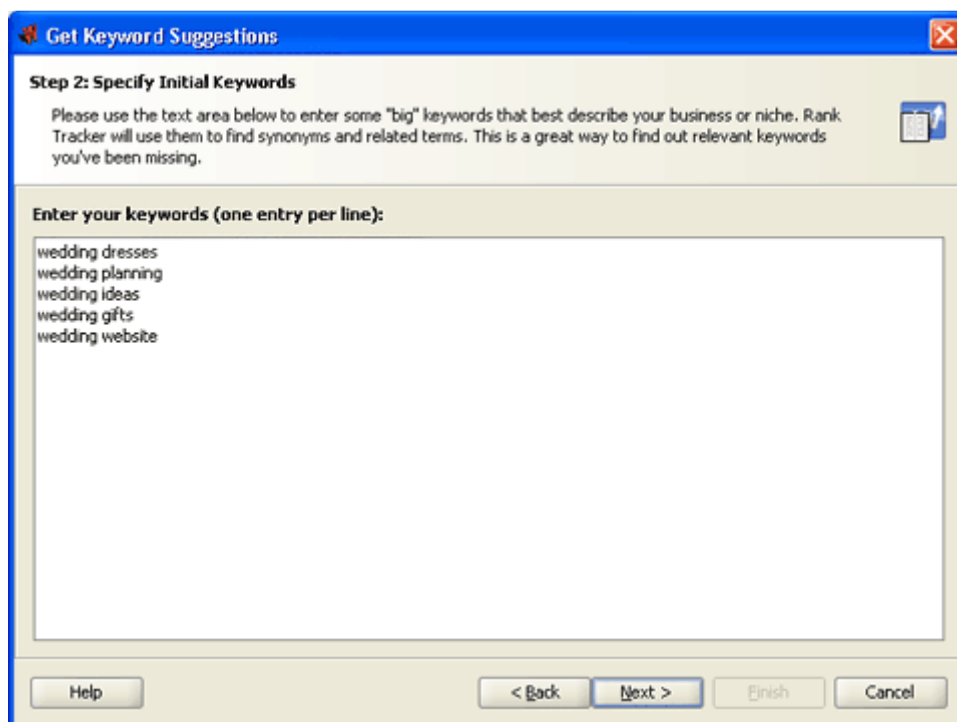


Enter your major keywords

What you need to do right now is: select your keyword and click the *Suggest* button in the *Keywords* tab.

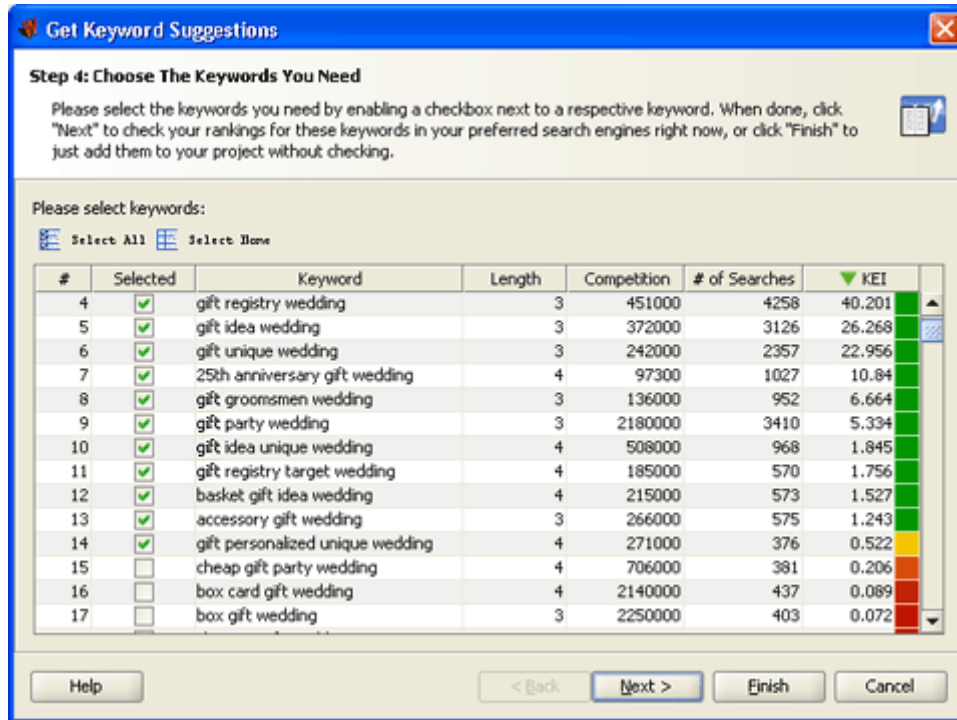


You can enter a number of generic keywords related to your niche or business. Rank Tracker will use these terms to give you keyword suggestions.



List of "big" initial keywords

The tool will ask you to choose a keyword research method. Choose *Google Suggest*, and after Rank Tracker stops searching (it can take a while, depending on the number of keywords you've entered and the speed of your Internet connection), you can choose any of the keyword suggestions it offers. (I'd recommend you to select all suggested words now. And later Rank Tracker will let you easily single out the best-quality keywords.)



List of suggested keywords

As soon as you make your decision and click *Finish*, you will see the keywords you chose in the *Keywords* tab.

Now, repeat the same procedure choosing *Wordtracker*, *Yahoo! Search Assist* and *Ask TypeAhead Search Suggestions*.

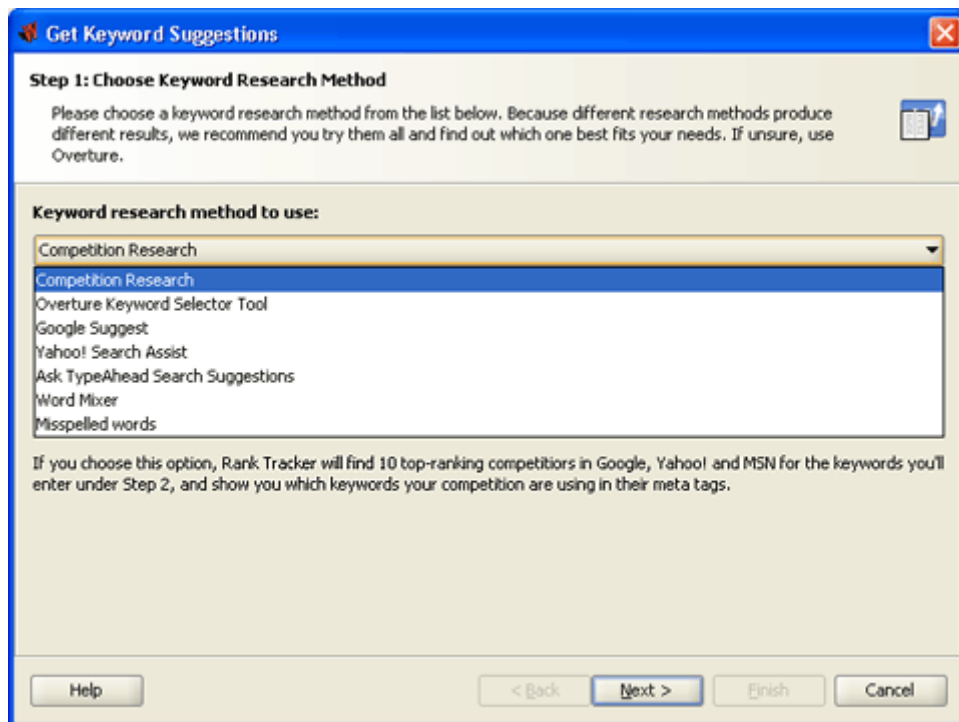
Your keyword list is getting longer, yeah?

Now let's

Spy a bit on your competitors

A great thing is to find out what keywords your competition is using (really useful, you know, as you can copy their strategy and improve on it!)

Use the *Competition Research* option for that.



Various keyword research methods

Localize the search

Now let's add some regionally-marked keywords to your list. You've probably read above, it's sometimes very useful to localize your keywords, as people often search for products or services exactly in their own area. So here's what you need to do now: select some keywords from the list you already have (hold *Shift* or *Ctrl* buttons for multiple choice), then click the *Suggest* button of Rank Tracker and choose the *Word Combination* option. After that on the left you will see the list of keywords you've just selected.

Now your task is to add regional names to your list. Say, if you sell footwear in Michigan and Illinois, type in the names of these two states in the right-hand field. Then click to proceed and after a few seconds you'll have a list of fairly good regionally marked keywords.

Broaden your keyword list

Now I guess, you've gone through the Rank Tracker options and made a massive keyword list. But Rank Tracker still has to do some work for you.

Believe me, you still can add to the great keyword list you already have. Look at the keywords and choose the ones that are thematically **most relevant** to what you offer. Select these terms (hold the *Shift* or *Ctrl* buttons for multiple choice), and hit the *Suggest* button once again.

Now, if you repeat the procedures for finding keyword suggestions, you'll add more straight-to-the-point keyphrases to you list. Thus you'll have enough reasonably precise search terms to choose from.

DO IT NOW! Make a massive list of keywords and keyphrases for your website in Rank Tracker, and copy them all into a column in a spreadsheet (ex. Excel).

So what do we have at the moment? A huge list of keywords, all you could find. Well, you must be proud, thinking how big it is. Now here's the confusing but funny thing: you won't need most of this list! **The time's come to think of keyword' quality.** As a next step, we'll [shortlist your keyword suggestions.](#)

1.2.2 Shortlist your keywords

Now you have a long and versatile list of keywords and keyphrases to choose from.

For my little son this would be enough, but we're after something much bigger than pocket money. Thanks, Andy, now your dad has to make a final decision. Alas, it's always dad who bears the burden of responsibility. ;)

So let's brush aside all stuff and shortlist your search terms. Again, you can choose between a free but long way to do this, or use [Rank Tracker](#) tool you already know to make this task a snap.

Option 1: Sweep away the keyword trash, by hand

Calculating KEI

Here we go with the magic wand of SEOs. That's the SEO know-how called **KEI**, or **Keyword Efficiency Index**. This index shows you how good a keyword is for bringing traffic to your site.

You need keywords with high KEI.

Here's what the importance of your keywords depends on:

- **Relevance (*R*)**: it is how closely your keyword is related to what you offer to your customers.

We use the three-grade scale to estimate relevance. So now you need to make a separate column for Relevance in your spreadsheet, and put one of the following numbers next to each word or phrase:

- **1 for Excellent**
- **2 for Good**
- **3 for Poor**

- **Search Volume (*Sv*)**: it is how many queries are made for a keyword per month.

Here's how you can check Search Volume for each word or phrase: go to [Wordtracker](#) and type in your search term, say *free ecard*. Wait a while, and along with keyword suggestions, you'll see number of searches per month.

free ecard

44,557 searches (top 100 only)	
Searches	Keyword
11384	free ecard
4783	funny rude free ecards
3787	free romantic ecards
2913	free animated ecards
2580	free animated musical ecards
2239	free sensuous romantic ecards
1388	free interactive ecards
1366	free musical ecards
1102	free hallmark ecards
1099	free musical romantic ecards
1040	romantic free animated ecards
992	interactive ecards for free
792	free christian musical ecards
774	free animated ecards romantic
598	free funny animated ecards

Free Wordtracker Keyword Suggestion Tool

Just like you can see on this picture, people search for *free ecard* 11384 times per day, or about 347201 times per month.

Now, in your spreadsheet, make a column for Search Volume and enter the number of searches values for each phrase.

- **Competition (C):** that's how many websites are already more or less optimized for this keyword. Generally, all sites that have the same keyword as you are your online competition. And the fewer websites are optimized for the same keyword, the better KEI this keyword has.

The way to check competition is simple. Enter the keyword in Google and click to search. Now look at the image below to see where you find the Competition value:



Web Results 1 - 10 of about **738,000** for **free ecard**. (0.21 seconds)

[Free Online Greeting Cards, Ecards, Animated Greetings, Postcards ...](#)

Send **free** online greeting cards, animated cards, **ecards**, postcards & egreetings with quotes for friends and family on special occasions: Birthdays, ...

www.123greetings.com/ - 54k - [Cached](#) - [Similar pages](#)

- [Birthday](#)
- [Friendship](#)
- [Birthday Wishes](#)
- [Anniversary](#)
- [Birthday Fun](#)
- [For Him](#)
- [Love](#)
- [B'day Wishes](#)

[More results from 123greetings.com >](#)

Google competition for the *free ecard* keyword

In a separate column for Competition in your spreadsheet, enter values for each keyword.

Here's how your table will look:

#	Keyword	Relevance	Search Volume	Competition
1	american greeting free ecard	2	1444	306000
2	ecard electronic free hallmark	2	1177	69700
3	free 123greetings ecard	2	3408	259000
4	free adult ecard	1	2563	434000
5	free animated ecard	1	1671	161000
6	free birthday ecard	1	9439	265000
7	free christian ecard	1	1631	223000
8	free ecard	1	347201	738000
9	free ecard greeting	1	2360	385000
10	free funny birthday ecard	1	940	110000
11	free love ecard	1	1865	308000
12	free musical birthday ecard	1	972	1420000
13	free online ecard	1	1488	502000
14	free romantic ecard	1	1471	118000
15	free thank you ecard	1	1877	194000
16	free yahoo ecard	1	953	244000
17	free yahoo ecard birthday	1	890	783000
18	free yahoo greeting ecard	2	3387	1100000
19	funny free ecard	1	3716	411000
20	hallmark free ecard	2	8457	75600

Relevance, Search Volume and Competition Values in Excel worksheet

So what makes a KEI better? Higher **relevance**, higher **search volume**, and smaller **competition**.

Now, let's **count the magic KEI number** for your keywords.

The classical formula for KEI looks like this:

$$KEI = \frac{Sv^2}{C}$$

Keyword Efficiency Index formula

I personally use, and always recommend an improved formula. Use it to get a much better estimation. It takes into account real **relevance** of your keywords.

$$KEI_R = \frac{(4 - R)}{3} * \frac{Sv^2}{C}$$

Keyword Efficiency Index with Relevance

Now make a column for KEI in your Excel spreadsheet and apply the second formula to calculate KEI for each phrase.

#	Keyword	Relevance	Search Volume	Competition	KEI _R
1	american greeting free ecard	2	1444	306000	=((4-C2)/3)*D2^2/E2
2	ecard electronic free hallmark	2	1177	69700	13.25
3	free 123greetings ecard	2	3408	259000	29.90
4	free adult ecard	1	2563	434000	15.14
5	free animated ecard	1	1671	161000	17.34
6	free birthday ecard	1	9439	265000	336.21
7	free christian ecard	1	1631	223000	11.93
8	free ecard	1	347201	738000	163344.90
9	free ecard greeting	1	2360	385000	14.47
10	free funny birthday ecard	1	940	110000	8.03
11	free love ecard	1	1865	308000	11.29
12	free musical birthday ecard	1	972	1420000	0.67
13	free online ecard	1	1488	502000	4.41
14	free romantic ecard	1	1471	118000	18.34
15	free thank you ecard	1	1877	194000	18.16
16	free yahoo ecard	1	953	244000	3.72
17	free yahoo ecard birthday	1	890	783000	1.01
18	free yahoo greeting ecard	2	3387	1100000	6.95
19	funny free ecard	1	3716	411000	33.60
20	hallmark free ecard	2	8457	75600	630.70

Keyword Efficiency Index in Excel worksheet

Let's choose the best keywords

First, sort all keywords in your spreadsheet by KEI. As I already said, the higher KEI, the better your keywords.

You do not need many keywords to optimize your site for, so look at your list and **choose top 5 keywords**. Mark them as the major ones (say, color them **green**.) Then, **choose the**

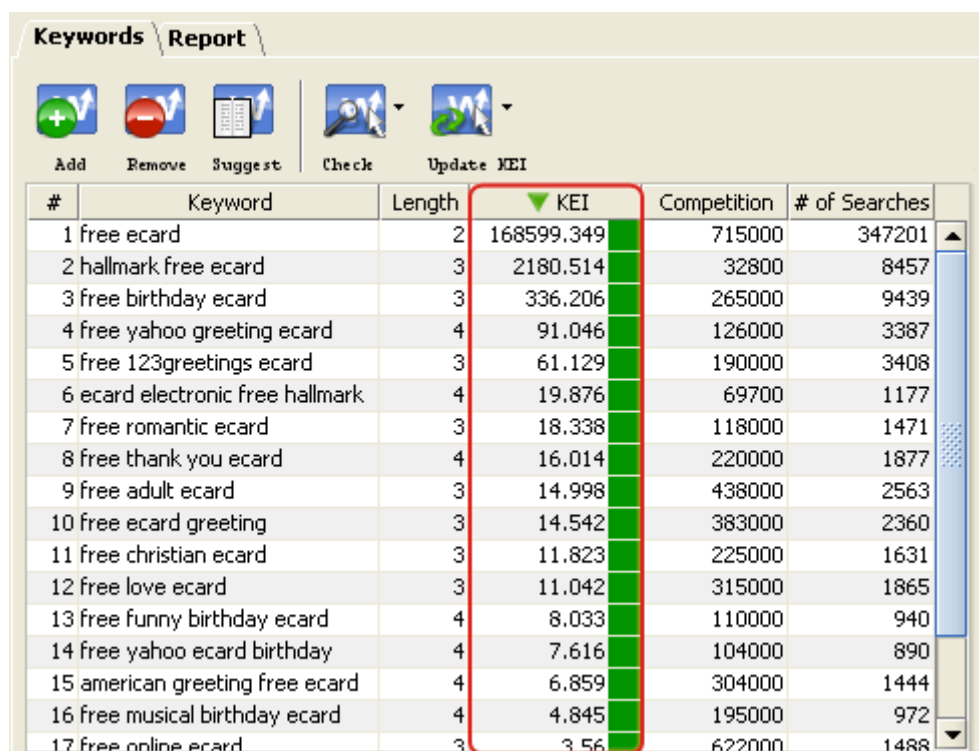
following 30 and mark them as important (you can color them **yellow**.) **Some more 65 or so** keywords should be marked as supplemental (e.g. **red**.)

Now you've got a nice list. We'll target the green-marked keywords in the first turn, make use of the yellow ones as alternative and mind the red ones just in case.

Option 2: One click to choose the best keywords

Yes, the time comes to see how keyword software makes the final decision swiftly and gracefully. So I'm anxious to say, it's already there. [Rank Tracker](#) is done with keyword research — and with the choice as well.

Let's have a look. On the right of the keyword tool's window, find the combo box with workspaces and choose *Keyword Research View*. Now you can see a column with *KEI*. In this column, the tool has put a color marker for each word, ranging from green to red.



The screenshot shows the 'Keywords Report' window in Rank Tracker. It features a toolbar with icons for 'Add', 'Remove', 'Suggest', 'Check', and 'Update KEI'. Below the toolbar is a table with the following columns: '#', 'Keyword', 'Length', 'KEI', 'Competition', and '# of Searches'. The 'KEI' column is highlighted with a red border, and each row has a small green-to-red gradient bar next to its KEI value. The table lists 17 keywords, with the first one having the highest KEI value.

#	Keyword	Length	KEI	Competition	# of Searches
1	free ecard	2	168599.349	715000	347201
2	hallmark free ecard	3	2180.514	32800	8457
3	free birthday ecard	3	336.206	265000	9439
4	free yahoo greeting ecard	4	91.046	126000	3387
5	free 123greetings ecard	3	61.129	190000	3408
6	ecard electronic free hallmark	4	19.876	69700	1177
7	free romantic ecard	3	18.338	118000	1471
8	free thank you ecard	4	16.014	220000	1877
9	free adult ecard	3	14.998	438000	2563
10	free ecard greeting	3	14.542	383000	2360
11	free christian ecard	3	11.823	225000	1631
12	free love ecard	3	11.042	315000	1865
13	free funny birthday ecard	4	8.033	110000	940
14	free yahoo ecard birthday	4	7.616	104000	890
15	american greeting free ecard	4	6.859	304000	1444
16	free musical birthday ecard	4	4.845	195000	972
17	free online ecard	3	3.56	622000	1488

Keyword Efficiency Index in Rank Tracker

So, What's KEI and Why Do We Need It?

As I already told you, **KEI**, or **keyword efficiency index** is an SEO know-how. It shows you how good a keyword is for bringing traffic to your site. Or, putting it simple, how much positive effect keywords have on your paychecks.

You need keywords with high KEI. The greener the marker is in Rank Tracker, the better the keyword. So just sort keywords by KEI (click the header of the column), and separate the best keywords from non-worthy ones. And, you can just remove the keywords having bad KEI.

#	Keyword	Length	▼ KEI	Competition	# of Searches
31	free valentine ecard	3	1.73	272000	686
32	blue mountain free ecard	4	1.545	319000	702
33	send a free ecard	4	1.16	363000	649
34	free funny animated birthday ecard	5	1.109	428000	689
35	ecard free musical romantic	4	1.086	26300	169
36	free angel ecard	3	0.909	141000	358
37	free sexy ecard	3	0.702	345000	492
38	ecard free new years	4	0.662	265000	419
39	romantic music free ecard	4	0.598	212000	356
40	ecard free greeting moon wicked	5	0.58	76700	211
41	animated cartoon ecard free funny	5	0.541	67400	191
42	free christian greeting ecard	4	0.521	63600	182
43	free music ecard	3	0.478	352000	410
44	free ecard invitation	3	0.431	127000	234
45	free naughty ecard	3	0.423	87200	192
46	free african american ecard	4	0.409	331000	368
47	free spanish ecard	3	0.365	178000	255
48	free animated love ecard	4	0.334	114000	195
49	free erotic ecard	3	0.323	147000	218
50	free animated birthday ecard	4	0.277	170000	217
51	free inspirational ecard	3	0.238	547000	361
52	free hello kitty ecard	4	0.233	72600	130
53	ecard free holiday yahoo	4	0.23	74600	131
54	free valentine day ecard	4	0.23	270000	249
55	free gay ecard	3	0.201	418000	290
56	free sorry ecard	3	0.2	322000	254
57	free get well ecard	4	0.194	224000	450

In the beginning choose keywords with "green" KEI

Leave about 100-130 keywords. First, pay attention to the **top 5** ones. You'll use them a lot to optimize your website. The **next 30** will be a good alternative, say, to create variations. Then, the remaining terms are good enough and should be there just in case.

DO IT NOW! Calculate KEI for your keywords, sort them out and choose 5 best keywords, 30 alternative ones, and leave 65 more to be able to create more variations.

Let's sum it up. You will hardly realize it at the moment, but now you have a list of premium quality keywords that are worth a fortune. As a next step, we'll check where your site ranks for these words. To put it simple, [let's find our starting point](#).

1.3 Making Your First Ranking Report

I know you already have a massive list of great keywords, and it's good enough to start. Still, there's yet another thing to take care of now. I mean, there must be a way to see how well your site is doing. **How are you going to check your progress?**

Some will ask, *why check it at all?* But how can you know for sure that you're doing the right thing, if you don't have good evidence?

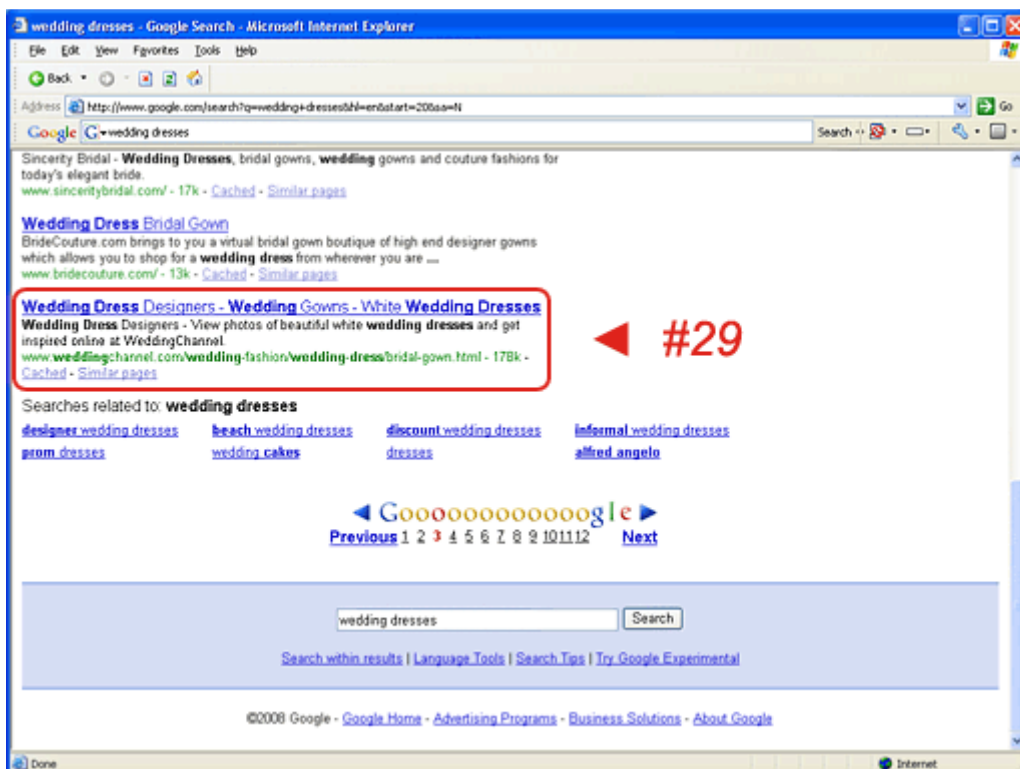
Any check is an impulse to the subconscious that forces you to do better. A real-life example comes from sports: after sportsmen start evaluating their results regularly, their achievements jump up 20% — and this is just because of measuring success, all else is done the same way!

In SEO, the traditional solution is to make keyword ranking reports at least once a week. (I do it daily, though. With the software I use, it's a minute's business.)

Now look at your watch. It shows a good moment for your first ranking check :-)

Option 1: Measure keyword rankings with your own hands

Here's a way to do it manually: type in a keyword in the search engine where you wish to check the ranking, then find your site in its result pages and check what place it's on.



Checking Google ranking manually

Pretty hard to do, I know. But you can automate part of the work — here's a quick list of free resources to use for evaluation of your keyword rankings:

- <http://www.googlerankings.com>
- <http://www.seomoz.org/rank-checker/>
- <http://www.rankingcheck.com>

What's good about them is, they're free and **good enough**.

What's bad, then?

First of all, **they only check Google.com, Yahoo! and MSN (Live)**. So if you need, say, Google.de, or Ask.com — then do all the job manually, or [use the Rank Tracker tool](#) I describe further.

And another thing. Well, **they just won't remember you**. If you come after a month to make another check, you'll have nothing to compare with. You can only keep your previous results yourself, if you invent a way to do so.

Also, most of these free resources **require Yahoo! and Google API keys**. This makes the work inconvenient, because API keys put certain limitations on the number of queries you can perform.

Search engines do not want multiple or automated queries (and SEO work is impossible without them), so they require API keys — it's like an allowance to query search engines.

Still there's a non-free **Rank Tracker** tool, which not only **checks your rankings instantly**, but also **shows your progress** and **doesn't necessarily need a Google API key** — so it's great to evaluate your work.

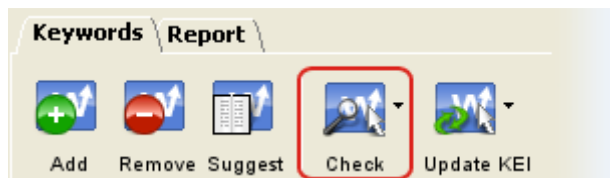
[Find out where you can get Rank Tracker](#) — and read my further instructions.

1.3.2 Let Rank Tracker do its job

Now let's test the real power of Rank Tracker. As you have the tool, it's a must to check your rankings by keywords with it. If you haven't installed Rank Tracker yet, [see how you can do it](#).

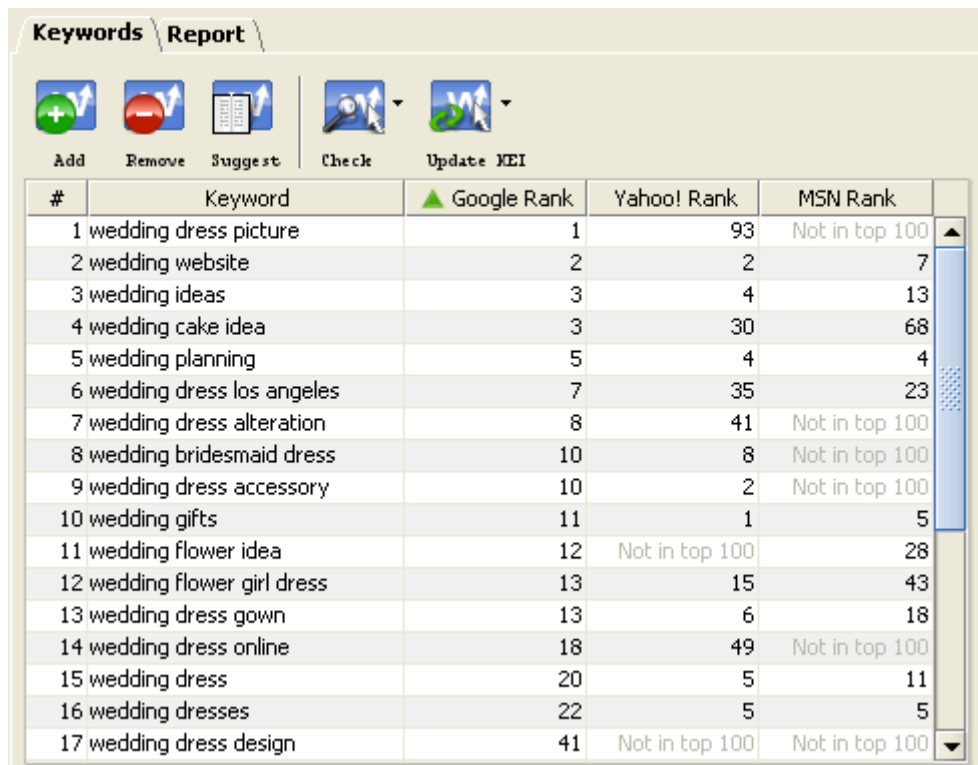
An important thing in any business is to make sure you're going the right way. SEO is no exception (remember the friend of mine, that bookstore guy who nearly lost 90K in an SEO campaign?) And for this purpose **Rank Tracker reports** are very illustrative. You'll remember my words after the next check, when you see you're moving up in the search engines.

Just select the keywords you wish to check, and use the *Check* button in the *Keywords* tab to make Rank Tracker work.



Check all your rankings with just one click

After it's done with checking your rankings, you can switch to the *Keywords* tab to see how big are your site's today's rankings for the keywords you chose.

A screenshot of the Rank Tracker software interface showing a table of website rankings. The table has five columns: '#', 'Keyword', 'Google Rank', 'Yahoo! Rank', and 'MSN Rank'. The 'Google Rank' column has a green triangle icon next to it. The table lists 17 keywords and their corresponding rankings in Google, Yahoo!, and MSN. The 'Check' button is visible above the table.

#	Keyword	▲ Google Rank	Yahoo! Rank	MSN Rank
1	wedding dress picture	1	93	Not in top 100
2	wedding website	2	2	7
3	wedding ideas	3	4	13
4	wedding cake idea	3	30	68
5	wedding planning	5	4	4
6	wedding dress los angeles	7	35	23
7	wedding dress alteration	8	41	Not in top 100
8	wedding bridesmaid dress	10	8	Not in top 100
9	wedding dress accessory	10	2	Not in top 100
10	wedding gifts	11	1	5
11	wedding flower idea	12	Not in top 100	28
12	wedding flower girl dress	13	15	43
13	wedding dress gown	13	6	18
14	wedding dress online	18	49	Not in top 100
15	wedding dress	20	5	11
16	wedding dresses	22	5	5
17	wedding dress design	41	Not in top 100	Not in top 100

Website rankings in Google, Yahoo! and MSN

As you go on with this guide, you'll check rankings from time to time to view your progress. The software will keep record of every check, so you'll see in detail how fruitful your job is — all in the clear-cut search engine ranking reports.

What's also so good about it, it doesn't necessarily ask for a search engine's API key. And, a great solution to the multiple queries problem is its smart human emulation feature. This cutting-edge function makes working with Rank Tracker safe and search engine-friendly.

And take my word, **you'll love Rank Tracker just like I do.** It animates the daily grind so much!

DO IT NOW! Check where your site ranks today for your major keywords. Make your first ranking report and keep it, so you can compare your results with it later.

1.4 Summary

Congratulations! You're done with Step 1 of your website optimization. Thus, you're well on your way to the top.

What you have now is:

- A list of carefully selected and simply great keywords to optimize your website for
- The first ranking report

Well, I guess the report looks poor today. But I'm smiling now. You know why? Yep, imagining how much fun you'll have looking at this report in a couple of months ;)

Also, you have a good idea of keywords and keyphrases. You know about the way they convert. You've learnt the secret of KEI and the tricks to get more targeted traffic using stupid human mistakes. And no matter if you used automatic research or figured out keywords yourself, **now you're off to a good start.**

So what do you do now?

[Complete a quiz](#) to check how much you've learnt — and to **get a bigtime SEO certificate** in the end!

Take a good rest. And get prepared for the next chapter to start on-page optimization and see your first results!

1.5 Quiz

1. In SEO, a **keyword** is:

- a word that occurs most often on a web page
- a word a user types in Google to look for some product or information
- a word you type in to unlock your computer

2. Suppose you're a New Yorker and you've got a site selling **cats' food** that you deliver for free.

What's the most appropriate keyphrase here?

- cats' food New York
- free delivery New York
- cats New York

3. When you do a search in Google, it comes back with a big number that you see on the right. You see a phrase somewhat like this:

Results 1 - 10 of about 2,430,000 for keyword. (0.03 seconds)

What is that large number (in this case, 2,430,000)?

- The number of times you've ever searched in Google
- The number of web pages Google finds for your keyword
- The number of people who ever searched in Google for the keyword

4. You've got a veterinarian practice, and yours is the only one in the district that treats exotic pets. Suppose you have keyphrases **pets** and **exotic pet veterinarian**. The second keyphrase:

- shouldn't be used because it is rarely searched and brings few visitors
- is good to use, because it sounds more sophisticated
- should be used because it brings targeted visitors

5. Which of the following is **LESS** likely to bring an extra portion of traffic?

- misspellings like *motorsycles for rent*
- keyphrases with a local marker like *motorcycles for rent **Florida***
- the word *search* in the keyphrase, like ***search** motorcycles for rent*

6. Suppose you sell wedding dresses, and your business is situated in Sydney.

For which of the keywords (1, 2, 3) is the following statement true?

"This is the most precise search term, so it's the least competitive one. It will be easier to get a top position for, and will bring targeted traffic that's most likely to convert."

- Wedding dresses Sydney
- Weddings
- Wedding Sydney

7. Think if the following is true or false: *You can get more users if you optimize your web page both for singular and plural forms of keywords (for example "car" and "cars").*

- True
- False

8. Which keyword is obviously better:

- the one with a maximum number of searches
- the one with maximum number of competing pages
- the one with a maximum KEI

Chapter 2: How do we play by Search Engines' rules? (Avoiding crawlability problems)

Let's see once again, what you've got after the first chapter.

- You learnt how people do the search, and how they will find your website.
- You know what keywords are and how they can be good or bad for making money from a website
- You made a great investment to your upcoming success: a list of laser-targeted keywords to optimize your site for
- You also met my two sons, Mike and Andy :)
- And, you completed the first quiz to check how much you've learnt and to get a certificate later

And here's what you'll find in Chapter 2:

- [2.1 Do Search Engines know about you, and do they know enough?](#)
- [2.2 Invite robots to your site](#)
- [2.3 Make your site Search Engine-friendly](#)
 - [2.3.1 Find fast and reliable hosting](#)
 - [2.3.2 Create a sitemap](#)
 - [2.3.3 Rewrite dynamic URLs](#)
 - [2.3.4 Make a robots.txt file](#)
 - [2.3.5 Make different paths to reach a page](#)
 - [2.3.6 Fix broken links](#)
 - [2.3.7 No flash, no JavaScript, no frames](#)
 - [2.3.8 Use text links instead of images](#)
 - [2.3.9 Remove the Welcome page](#)
 - [2.3.10 Correct HTML mistakes](#)
- [2.4 Summary](#)
- [2.5 Quiz](#)

So your next big task is **Onpage Optimization** of your site.

First, let me explain to you what's **onpage** and **offpage optimization**.

That's what my wife did very successfully, 20 years ago.

We were both taking a marketing course at the University, and we talked once after Mr. Moore's lecture. Well, I thought she was OK, but nothing else.

But she thought of me more than just OK, I guess. And, she turned out to be very pushy :)

Me and my roommate made a unicorn party, I remember it now, I looked so funny with the silver-foil horn. I was a Search Engine at that time! And, I didn't expect to see Linda Mayes that night. She looked just great: a knee-long red dress, low neck, 4-inch spike heels, you

know, I was speechless. That was the **onpage optimization**: making your site (or sight) appealing to the Search Engine!

Later, I found out how she got invited. Her roommate had a sister that dated the guy who made some marketing research together with my roommate. So using these connections, she turned out to be invited, and got introduced to me by my roommate Steve. And this is a good illustration of **offpage optimization**: finding good connections and right places to appear, thus making the Search Engine think more of your site.

So this time, we'll get busy with what comes first, which is **onpage optimization**. Again, you'll need to do some preparatory work. First of all, you have to **check if your site is indexed by Search Engines**.

2.1 Do Search Engines know about you, and do they know enough?

To put it simple, let's check if Search Engines know about your site and will tell the visitors about it if someone's looking for your offer.

Normally, Search Engines will send a **robot (also called spider, or crawler)** to look around the Web, to see what's new and what's going on in general. Moreover, the spider will look through web pages and evaluate how good and useful they are. But crawlers only come to the places they know about.

So if you launched a site www.buymyproduct.org and, say, Yahoo! doesn't know about it, you can wait for weeks and months and any longer. The spider will hardly visit you.

Unless you **make an invitation**. And just a bit later, I'll tell you how this invitation for Search Engines is done.

In 2003, I met a client in Belgium I'm still working with. Cyr is now the big boss of several flower delivery services in Belgium and Netherlands, and he just launched one in Germany. Sure, SEO is #1 in his business weapons arsenal.

But the story starts with how I found him. I went to see my cousin who studied psychology in Brussels, and Cyr turned to be his roommate. He just launched an online flowers delivery store (great idea for a student, I guess!) and was wondering why it didn't work. Well, I made a simple check. He had a nice site, well-designed and correctly written. But Google.be just knew nothing about him!

We agreed on a favourable fee for an SEO campaign, and I began from submitting his website to Search Engines — and he started getting orders in about two weeks!

So, let's see what Search Engines know about your site www.buymyproduct.com. Go to the web page of the Search Engine that is important to you and type in the following query *site:your_domain_name*. For example, type *site:buymyproduct.com*.

DO IT NOW! Check if Search Engines see and display your website, and if the number of pages they show is correct.

Now let's see how it's done and what results it can bring. 4 situations are possible.

- **a) No results are found.**
- **b) Some pages of the site are listed by the Search Engine, but they make up even less than 50% of the pages the site really has.**
- **c) What the Search Engine shows is approximately the real amount of pages the site has.**
- **d) What you see is too much, over 150% of how many pages the site really has.**

Now, let me be fair: **a) b) or d)** is a red flag.

If you got no results at all, too few or too many, this means you have a problem.

Here's the good news, though. The problem can be solved, and I'll tell you how. But first, let's see where it really lays. There can be two basic problems that cause your trouble.

Problem 1: Your site hasn't been submitted to Search Engines yet.

Note! This problem is quite uncommon, and it can only be a reason for **a): getting no results for the website at all.**

Try to remember: did you submit your site to Search Engines, or maybe someone did that for you? Or, did you get a link to your site from some rather respected web page?

If your answer to both questions is "no", you'll need to correct the mistake. But it's simple and I guess it won't take more than 5 minutes to do. Search Engines' robots will then crawl your website the next time they're out and about, and you'll become visible.

2.2 Invite robots to your site

1) Submit your site to Search Engines

Yes, let's send each Search Engine's spider a personal invitation to visit your site.

Baby-simple: go to the Search Engine that's important to you, and type in "*add URL to name_of_the_search_engine*", then follow the link you see, enter the necessary data and thus submit your website to this Search Engine.

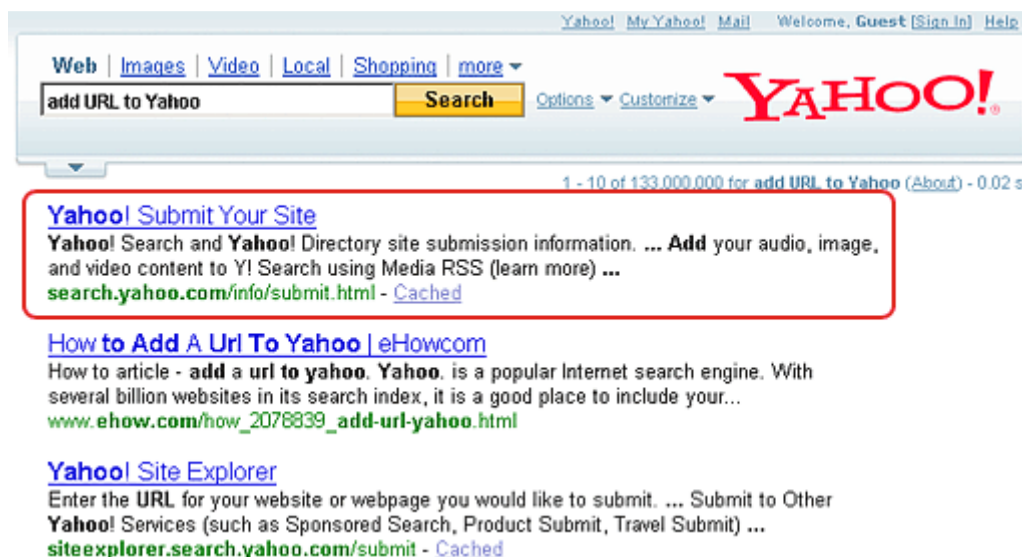
Note! Search Engines don't expect you to submit **all** your webpages (just think of some forums that have a few thousand pages — the owner would go crazy submitting them!). All you have to do is submit your **homepage**.

Want an example? Here we go with Yahoo!.

I go to <http://www.yahoo.com>, type in *add URL to Yahoo*,



follow the necessary link (<http://search.yahoo.com/info/submit.html>) in the results page,



then choose to submit my website for free

Submit Your Site

The goal of Yahoo! Search is to discover and index all of the content available on the web to provide the best possible search experience to users. The Yahoo! Search index, which contains several billion web pages, is more than 99% populated through the free crawl process. Yahoo! also offers several ways for content providers to submit web pages and content directly to the Yahoo! Search index and the Yahoo! Directory:

Yahoo! Search Submission

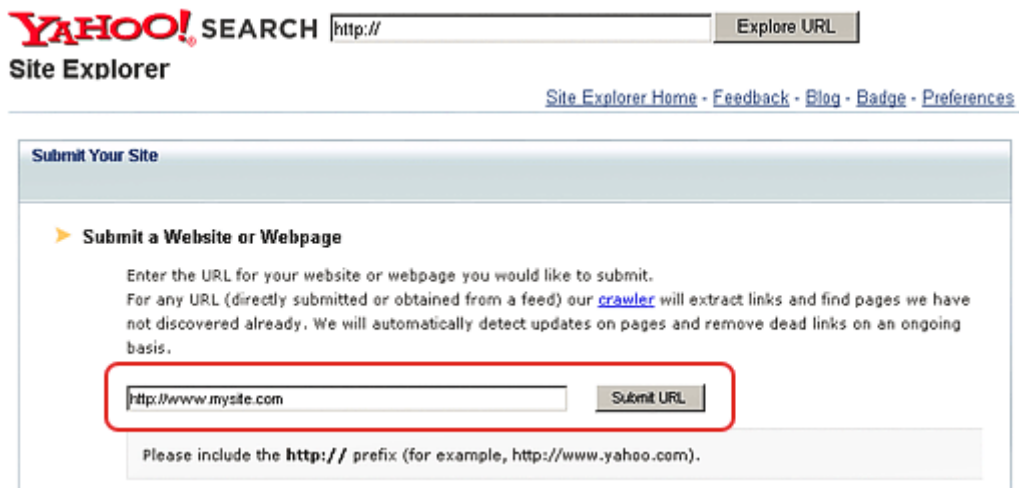
[Submit Your Site for Free:](#)
 - Suggest your site for inclusion in Yahoo! Search (requires registration).

[Submit Your Mobile Site for Free:](#)
 - Suggest your XHTML, WML or cHTML site for inclusion in Yahoo! Search for mobile phones (requires registration).

[Submit Your Media Content for Free:](#)
 - Add your audio, image, and video content to Y! Search using Media RSS ([learn more](#)).

Submit Website to Yahoo! for Free

and get to the page where I enter my website's URL.



Submit Your URL to Yahoo!

Click *Submit URL* — and that's it.

Submit your site to all Search Engines that you think are important, and the crawler will come to your site to look at it. What Search Engines are a must for you? First of all, these are: Google.com, Yahoo.com and Bing.com. For your convenience, here're the pages from which you start in these three:

- **Google:** <http://www.google.com/addurl/>

- **Yahoo!:** <http://search.yahoo.com/info/submit.html>
- **Bing:** <http://www.bing.com/docs/submit.aspx>

If you expect clients to come from, say, Belgium or Germany, it's good to submit to their regional versions like **Yahoo.de** or **Google.be**. Also, if there's a special local Search Engine in your country, like **Yandex** in Russia, or **Seznam** in Czech Republic, it's also important to you.

Note! It won't take much of your time to submit to search engines, but it may take quite a long time till the crawler visits your site. In my practice, it took up to 6 weeks. And, it also depends on the Search Engine.

For instance, the elder of my sons Mike launched his personal website 16 days ago, and it got indexed by Google the day before yesterday, but he's still waiting for Yahoo!'s crawler to come.

For this reason, here's another thing I believe you should do:

2) Put a FAT link to your website

Quite logically: if the Google spider loves some web page and visits it quite often, and that page has a link to your site, then this Google crawler will be happy to follow the link and look at your site, too. Same thing about other Search Engines.

So here's what I'm driving at: try to get a link from some respected web page with a good Page Rank (preferably 4 and above).

DO IT NOW! Submit your website to search engines, or put a good link to your site, or do both.

Problem 2: Your site is hard for Search Engines to crawl

Note! A situation of the kind is quite common, and this problem may cause both **a) no results at all** and **b)&d) incorrect number of results**

Moreover, even if the *site:your_domain_name* query brings correct results, the problem may still exist, therefore going through what I say next is a must!

So... another problem that could occur: the Search Engine knows about your site, but the spider simply **cannot crawl** through it, as it's too inconvenient and search-engine-**not**-friendly. Well, this takes some more effort to solve, but no worries! The guide is here to help.

And, **what I talk about further makes a big plus to know**, even if your site is found by Search Engines. So look through the points below anyway, and do all I recommend. Even if you think your site is totally OK, I'm sure you'll find things to improve.

2.3 Make your site Search Engine-friendly

First, meet Mr. Robot. He'll help me to provide examples, to tell you more clearly how website and Search Engine logic works.

The Robot (also called Spider, or Crawler) is a great traveler. Driving his car from one city to another, then to a different country, all over the world. Well, but in our terms **countries are actually websites, cities are web pages**, and all the country roads, tracks and **highways are links between different pages**.

Say, here's a map of such a country, www.weddingchannel.com



A Map for www.weddingchannel.com

Still, Mr. Robot is not that independent as it may seem. He inspects all the websites, evaluates them, and he's always on the phone to **report to the Search Engine**. The Search Engine updates its index with the data the Robot reports about your website. And, as soon as the Robot's made a world trip, he's ready to start yet another one, to check the old spots and explore new ones — to keep the Search Engine's index up-to-date.

And **what's a Search Engine's index?** It's a huge database, where record is kept of everything that robots (like our guy) find on the Web: **web pages and any possible information on them**. In terms of SEO, it's crucial for a web page that **all that's good on it is**

recorded in the Search Engine's index (= is **indexed**). If it's not there, the page won't be found through search, or will not bring you the results you wish.

This all means that you want the Robot to visit **all your important pages**, and look at **every detail** that can be found there.

Now, one by one, let's see the **things that are important for the Robot**, and even more important for you.

2.3.1 Find fast and reliable hosting

The Robot loves high speed and hates driving slowly. And, I'll better not tell you what he thinks of traffic jams.

So let's make a good and smooth road for him. That is, let's get **fast and reliable hosting**. This will guarantee that your web server is never down when a Search Engine spider tries to index it, and it's always fast enough, both for the Robot and for users.

Yep, it's really worth it. Why? We all know that a site can be down sometimes. If this only happens on **very rare** occasions, it's not that bad. But if you've got problems with hosting, and your site doesn't respond quite often, the Robot may leave this kind of site not checked. And, it's even possible that the website gets removed from the Search Engine database. Not to say that you simply might be losing sales, because users can't reach you.

So here's what I advise: host your site on reliable servers that are very seldom down and that are fast. By the way, your users will like speed as much as the Robot does.

The faster your hosting, the sooner your site loads, the more visitors like it, and the faster they give you their money ;).

You know the **8 second rule**? Here it is: If your web page hasn't loaded within 8 seconds, your users won't wait longer.

Well, my son Andy says he even hates waiting for more than 5 seconds. He's not seen the dial-up era, I know. But, make your own conclusions!

You needn't be an Internet guru to understand and remember:

fast and unfailing hosting ensures
Search Engine love and helps
quick and stable sale.

DO IT NOW! Try to get hosting that is reliable and fast.

2.3.2 Create a sitemap

A sitemap is like a giant crossroads for the Robot. Or, it's like a city that has direct roads to any other city in the country. It's a spot from which the Robot can get to any place easily.

In its simplest terms, a sitemap is a list of the pages on your website. Generally, there are two types of sitemaps.

An HTML sitemap is made both for human users and for Search Engines and helps them easily find the information they need.

An XML Sitemap (it's normally called a Sitemap, with a capital S) is for Search Engines only. Create and submit a Sitemap, and thus you'll make sure that Search Engines know about all the pages on your site, including URLs that can't be naturally discovered by Search Engines' crawlers.

A good example of an HTML sitemap is here:



Example of an HTML Sitemap

And, here's how an XML Sitemap looks like.

```

<?xml version="1.0" encoding="UTF-8" ?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
  http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
- <url>
  <loc>http://www.weddingchannel.com/home.html</loc>
  <priority>1.0</priority>
</url>
- <url>
  <loc>http://www.weddingchannel.com/tools.html</loc>
  <priority>0.9</priority>
</url>
- <url>
  <loc>http://www.weddingchannel.com/wedding-
  planning/index.html</loc>
  <priority>0.9</priority>
</url>
- <url>
  <loc>http://www.weddingchannel.com/wedding-fashion/wedding-
  dress/bridal-gown.html</loc>
  <priority>0.9</priority>
</url>
- <url>
  <loc>http://www.weddingchannel.com/local/home.action</loc>
  <priority>0.9</priority>
</url>
- <url>
  <loc>http://www.weddingchannel.com/wedding-
  honeymoon/index.html</loc>
  <priority>0.9</priority>
</url>

```

Example of an XML Sitemap

Now what do you need, so that the Robot can visit all your pages, fast? Right, an accurate overall sitemap. Here you can download a tool to make Sitemaps:

<http://goog-sitemapgen.sourceforge.net/>

In fact, there're hundreds of tools of the kind. You can use this one, for example:

<http://www.xml-sitemaps.com/>

As soon as you've made your Sitemap, you have to submit it to Search Engines. The procedure of submission varies for different Search Engines. I'll now only help you with three biggest ones. Here you can find guidelines for **Google.com** (they have a webmaster tools section that helps you out):

<http://www.google.com/support/webmasters/bin/answer.py?answer=40318>

Here's a link to **Yahoo.com** submission form:

<https://siteexplorer.search.yahoo.com/submit>

(at the bottom of this page, you see a form to submit a URL of your sitemap file).

Right now, **MSN.com** doesn't have a similar submission form. So to submit your sitemap, simply add the following line to your robots.txt file (you'll read about [robots.txt](#) just a bit later):

Sitemap: <http://www.yoursite.com/sitemap.xml>

Provide the complete URL for your Sitemap on this line, and MSN's crawler will pick it up.

If you need to submit to other search engines, look them up for instructions. Go to the Search Engine you need and type in *submit sitemap* and *name_of_the_search_engine*. You'll find a submission form, or just some instructions, like in MSN.com. Follow the guidelines you get, and — here we go: you not only invited Search Engines' Robots to visit your site, but ensured comfortable and easy travel!

Note! Sitemap has links to all pages that you've got on your site. So when you make a new page, don't forget to add it to your sitemap, too. You won't need to submit it to Search Engines again, just update the sitemap itself.

DO IT NOW! Make a Sitemap and submit it to Search Engines. When you make new web pages on your site, add them to your Sitemap.

2.3.3 Rewrite dynamic URLs

A common problem for online stores, forums, blogs or other database-driven sites is: pages often have unclear URLs like this: www.weddinggift.com/?item=32554, and you cannot say which good or article it leads to. Though instead, they could have www.weddinggift.com/silk-linen.html, or www.weddinggift.com/pots.html, where you can easily see what's on the page.

So the problem with such URLs like this one www.weddinggift.com/?item=32554 is: no one (neither users, nor even the Robot) can tell what product can be found under the URL.

URLs like this, www.weddinggift.com/?item=32554, having parameters (here it's *item=32554*) are called **Dynamic URLs**, while URLs like www.weddinggift.com/silk-linen.html are static. First of all, static URLs are much more user-friendly. For users, URLs with too much of "?", "&" and "=" are hard to understand and pretty inconvenient. Secondly, search engines like static URLs much better than dynamic ones.

I probably wouldn't believe this myself, but one of the biggest players in SEO industry confirmed that their search traffic jumped 20% due to static URL use instead of dynamic URLs.

It's possible that you also need static URLs but have dynamic ones instead. But, I wouldn't talk so much of this problem, if it couldn't be solved. There's a nice trick to make URLs look good to Search Engines.

A **.htaccess** file is a plain-text file, and using it, you can make amazing tricks with your web server. Just one example is rewriting dynamic URLs. And then when a user (or a robot) is trying to reach a page, this file gets a command to show a page URL that is user- and crawler-friendly.

This is, basically, hiding dynamic URLs behind the SE-friendly URLs. I'll give you an example for an **online store**.

As a rule, a page URL for some product looks like this:
<http://www.myshop.com/showgood.php?category=34&good=146>

where there are two parameters:
category — the group of goods
good — the good itself

At the same website, you may be offering *Dove soap* in the category of *beauty products*, having the URL:

<http://www.myshop.com/showgood.php?category=34&good=146>

A *bra* by *Victoria's Secret*, under the URL:

<http://www.myshop.com/showgood.php?category=56&good=54146>

To Search Engines, both pages appear like *showgood.php*. They just can't understand that these are two different pages offering two different products.

You can rewrite pages, so the Robot will see

<http://www.myshop.com/beauty-products/dove-soap.html>

instead of the first URL, for *Dove soap*

<http://www.myshop.com/showgood.php?category=34&good=146>

and

<http://www.myshop.com/victorias-secret-underwear/bra.html>

instead of the second one, for *Victoria's Secret bra*

<http://www.myshop.com/showgood.php?category=56&good=54146>

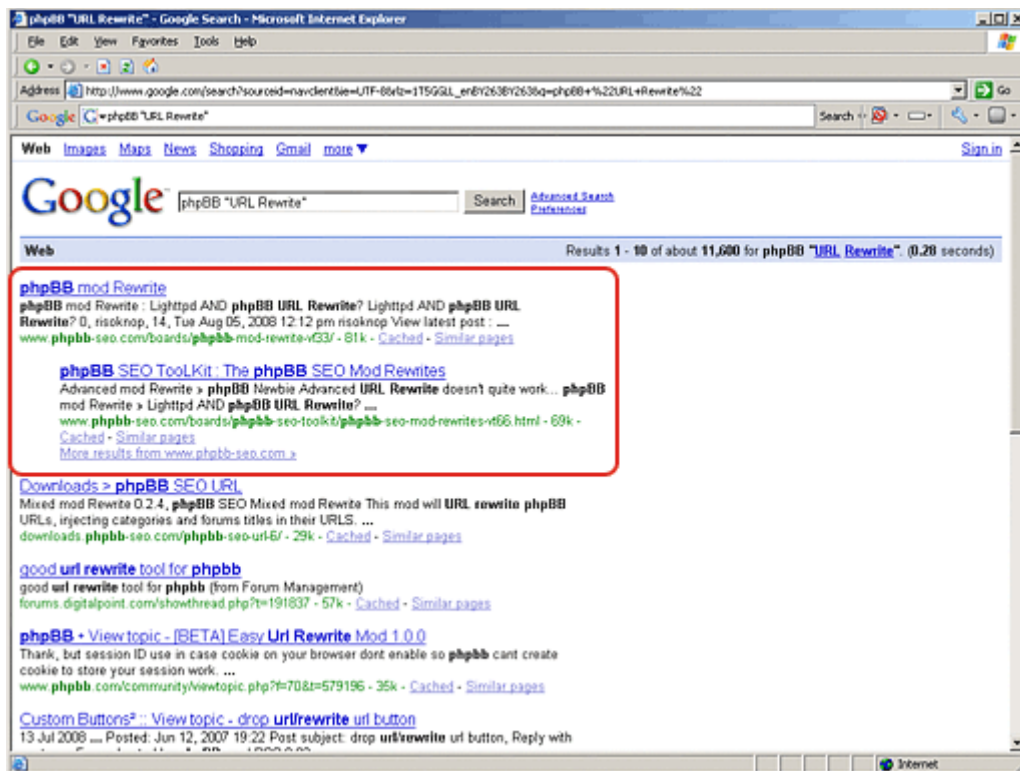
and you'll get "speaking URLs" that are understood by the Robot and easy to check.

Writing an .htaccess file is an uneasy task that requires special knowledge. Moreover, it's your webmaster's business. I personally never do this myself. So if you have a database-driven site, search the web for a special SEO service that will write a .htaccess file for you.

Or, if you're using a fairly well-known 3rd-party engine, you can write the .htaccess file yourself, using some scripts that you can find in the Internet. To do the search, you can type in *the_name_of_your_site's_engine "URL Rewrite" htaccess* or something like that.

For instance, I used the following query: *phpBB "URL Rewrite"*

And got a number of results:



Google results for *phpBB "URL Rewrite"*

Now, the idea is: it's of great use to rewrite URLs. So find the **URL rewrite** tools if you need them — or just find your webmaster.

Then, one more thing, the old URLs that have parameters should be "hidden" from Search Engines. Next point helps you do that.

2.3.4 Make a robots.txt file

Like a traveler coming to a country, the Robot needs a guide — which is, the *robot.txt* file. It's a specific guide, though, as it'll only tell the Robot which cities he shouldn't see.

Like, if you're at the crossroads and one of the roads leads to a private place you shouldn't visit, there will be a NO TRESPASSING sign on the way.



No Trespassing Sign

A *robots.txt* file will prevent the Robot from going to some pages with sensitive material, web pages that you don't want to be found through Google search (for instance, the "shopping cart"), pages that are not important or can be negative for your rankings. And, you can direct the Robot to other, keyword-rich pages, instead.

So, if there's something to hide, a *robots.txt* file is a must for your website. It helps you keep the Robot away from anything that's not good for your Search Engine rankings. Yep, just tell him not to go here or there — and he'll believe you.

You can make a *robots.txt* file yourself, though it's rather your webmaster's business. So ask your webmaster to write a *robots.txt* file for your site, or do it yourself.

Remember, if you rewrote the dynamic URLs we talked above, use *robots.txt* to forbid the old URLs like this:

<http://www.myshop.com/showgood.php?category=56&good=54146>

After you have the *robots.txt* file, run it through a validator to ensure it's written correctly. Hundreds of *robots.txt* validators can be found on the web. You can apply Google's tool, or this one, for instance:

http://www.invision-graphics.com/robotstxt_validator.html

As soon as the *robots.txt* file's correct, you needn't worry, as it will only do you a lot of good, and no harm.

DO IT NOW! Make a *robots.txt* file and validate it. Add it to the root directory of your website.

2.3.5 Make different paths to reach a page

Think of our map and the Robot driver, again. If you can get to a city from two other places, chances are good that the Robot will get there. But if there are 6 roads from 6 different places, leading to one city, chances are much bigger.



Different Roads Leading to the Same Place

So let's make as many paths as possible.

When you create a page, try to make links to other pages from it, where possible.

DO IT NOW! Make different pages on your website link to each other.

2.3.6 Fix broken links

You know what's a broken link and how bad it can be? Well, I'll tell you.

About a month ago, I was driving to Walker River, NV. Just wanted to see the place, as my granddad came from there. I only had a 20-year-old map of the place, and it surely turned out to be too old: On the way I chose, the bridge was broken quite long ago. Well, I was a bit disappointed and had to take another road.

But what if it weren't me on the broken bridge? The **Robot** would try to find another way to go. But he's not that determined to visit all your pages. In the case of a broken link, the Robot may simply leave the page not crawled.

And what is actually a broken link?

A broken link is the one having some elements incorrect or missing from the link's HTML code, or a link that leads to a non-existing web page.

Now what you have to do is check your pages for broken links — and fix them.

DO IT NOW! Find and fix broken links on your web pages. Upload the changed pages to your web server.

Here's a free online tool to help you:

<http://validator.w3.org/checklink>

Like any other tool you might find on the web, this one has instructions and tells you where those links are and what you have to do to fix them.

2.3.7 No flash, no JavaScript, no frames

Look at these Site words: **flash**, **JavaScript**, **frames**.

These three are so double-faced. They can make the design of your page look very nice, but quite often, for Search Engines they're as bad as broken links: just make no way to see what's on your site.

For the Robot, JavaScript, frames or flash included in a website are like direction signs on the roads, made in the ancient Greek language. They are just hardly possible to read. Search Engines keep developing, and maybe one day they'll have no problems crawling these elements, but today's definitely not that day.

So if you want the Robot to crawl your site well (and you surely do!), you need to make sure these three flash, JavaScript and frames appeal to the Robot. And, if they don't, get rid of them or back-up these "Greek" signs with signs in normal language.

But first, how do you recognize frames, flash and JavaScript?

Frames

Frames allow displaying more than one HTML document in the same browser window. Here's an example:



Example of a Website with Frames

You can scroll both parts of the window independently.

If you see that your browser window's broken into one or more parts, and each one's like a separate web page, the site most likely uses frames.

So if your site has **frames**, you can't be sure that the Robot will crawl the pages correctly. You can rebuild your site and remove **frames** completely, or at least use the **noframes** tags. What are these? **Noframes** tags are special ones that help Search Engines easier crawl your page. I'm sure your webmaster knows this and will make **noframes** tags easily.

Flash

You just can't miss it. This is the graphic animation that's been so trendy recently, and most of the time, it's used without any purpose. (These animations are made with a tool called Macromedia Flash). If **flash** is used in navigational elements of your site, it does pretty much harm. Most often, web designers use flash to make an intro like this one:

<http://www.freeflashintros.com/flash/downloads/intros/star-warpspace.html>

Why is **flash** bad? Because if you have some text in it, Search Engines won't recognize it. You can make amazing flash animation, and put a fantastic message in it, and use nice links with good use of keywords... But for Search Engines it will be just a set of images, no keyword-rich content or anchor texts, and absolutely no way for the Robot to know what your site's about.

So... if you have flash embedded in your website's navigation, you've got to think it may do you harm. Discuss it with your webmaster, and maybe you need to either get rid of it or just duplicate your navigation bar without flash and place it somewhere else, for instance at the bottom of your web pages, like here:



Text Links at the Bottom of a Page

JavaScript

First, check if your site uses JavaScript. Here's how you make a check for any webpage: open it in your web browser and choose View -> Source in the browser menu. Now use the Ctrl+F command to search for "text" like this: **<script**. There're several ways of how JavaScript sections may look like, but they all have these **<script>** and **</script>** tags.

So the **<script>** tags tell you your site's using scripts. Again, like with flash, JavaScript can be harmful if it's used in navigational elements, like different menus.

Now, ask your webmaster if your JavaScripts are used in navigation. If the answer is yes, your website's ranking is at risk. There's no guarantee that the Robot will read the scripts correctly: from my own experience, robots don't crawl 50% of JavaScript. So to avoid trouble, ask the webmaster to eliminate the harmful scripts, or at least include the **noscript** section. Here's a general example of this kind of section:

```
<script language="javascript" type="text/javascript">  
  Some script  
</script>  
<noscript>  
  Some valuable content for spiders and javascript disabled browsers.  
</noscript>
```

DO IT NOW! Detect JavaScript, flash and frames and make sure they're not causing you trouble.

Removing flash, frames and JavaScript from your website requires special skills. Well, in theory you can do it yourself, if you're familiar with HTML. But to ensure all's done correctly, my advice is: ask your webmaster to do away with these evil things — he'll definitely solve the problems with ease.

2.3.8 Use text links instead of images

For the same reason, Search Engines don't understand texts standing on graphic links: they're like abracadabra to the Robot. And, you should always make reasonable choice between a nice button and a text link like these:



Examples of Buttons and Text Links

The button will look great on your page, but the robot won't read the text on it, though it can be very important. As for a text link, though it doesn't contribute much to your site's look, its text gets noticed by Search Engines' robots. Moreover, today's technologies, like DHTML or CSS, make it possible to create elements that look as great as images, but are easy to understand for Search Engines (you can check).

So try to avoid *image links* and replace them with normal *text links*, where the site's design allows it.

DO IT NOW! Check where it's possible to use text links instead of images, and replace them. After that, make these changes available on the web.

We're now almost done, testing our website for Search Engine-friendliness. Just a couple small points coming. So let's go further!

2.3.9 Remove the Welcome page

I guess you also saw a thing like this: you load a site and all you see is a picture saying something like "Welcome to this cool website". To come to the website, you need to click a link somewhere on this Welcome page.



Examples of Welcome Pages

Honestly, **I** hate Welcome Pages. Most Internet **users** hate them. And, the **Robot** hates them, too! Yes, even though he's a patient guy, welcome pages are getting on his nerves. And what about normal people, huh?

Making a visitor come to a Welcome Page is as weird as what I imagined now: say, you're going to Las Vegas, but before you come there, you have to stay for a day in a tiny place called "**Welcome to Las-Vegas City**" **City**, with no alcohol, no women and no casinos — and only then you can go to Las Vegas itself. Who would do that!?

To cut it short, Welcome Pages only do harm to your website sales. So if you have a Welcome Page and there's a way to kill it, don't wait to do that.

DO IT NOW! If you have a Welcome page, and it's possible to remove it — remove it!

2.3.10 Correct HTML mistakes

I love to have a coffee at Denny's right across the street, and I know everyone there. Last week, a new girl started working there, and her accent sounded very familiar. When I asked, the girl (her name's Dana) said she's Czech. Just like my mom, you know! And — I guess I was far too confident, but I tried to speak Czech, when Dana was making me a coffee. (Yeah, I remember a couple of words from my mom.) Well, I did speak, but I just made *so many mistakes* the girl could barely understand me! I guess I looked so stupid!

The same thing may happen to your site. The Robot does understand his "native" HTML. But he won't like **bad code**.

And I'll tell you something: each page was made by a human being, so it 99% sure has mistakes. The main idea about these HTML errors is...

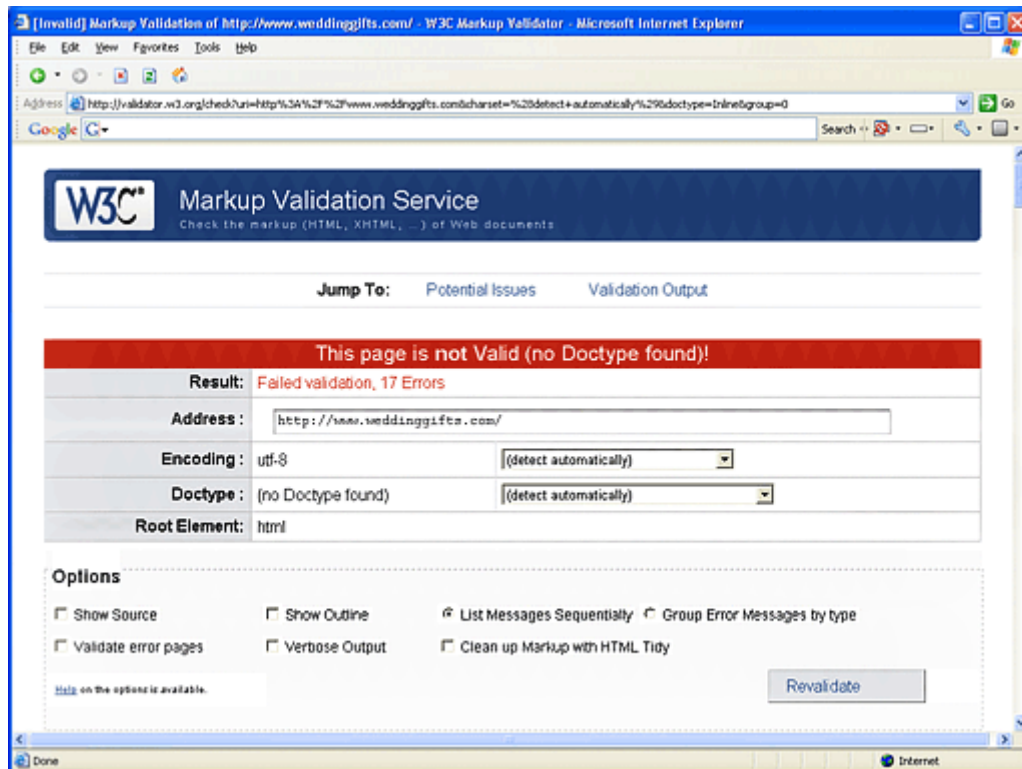
If you have 100% correct code, it won't add up to your rankings. But, if you don't, you may pretty well rank lower than you could, just because of the bad code. And, your SEO efforts may be just time and money down the drain.

So you'd better make your code nice. How do you know what you need to fix? Simple! A great help to all SEOs and webmasters is this free validator: <http://validator.w3.org> . Go to this URL, and just paste your page's address into the field you see:



W3C Validator

Now click to **Check** and look at the results. You'll not only see a message of failed validation.



Results in W3C Validator

Under it, you'll find a report of each and every flaw, and, what's the greatest thing of it — explanations letting you know how to fix each error.

DO IT NOW! Run a quick check with a w3c validator (<http://validator.w3.org>) and fix HTML of each page that is important to you! Don't forget to upload the changed file to your server.

2.4 Summary

For now, that's it.

- Search engines know about your site
- Crawlers can now check your site fast and without any problem
- Your chances to be found on the web have greatly increased

Taking all this together, you did great things to make Search Engines love your web pages and show them to Internet users. Yes, now you know the power of onpage optimization. But believe me, there's a lot more of it to learn, in the third chapter.

But first, let's see how well you understood what you read. [Take your second quiz](#) to check yourself and be one more step closer to getting an SEO certificate.

2.5 Quiz

1. Which of the following belongs to onpage optimization?

- Making links between your site's pages.
- Getting links to your site's pages from other sites.
- Wearing 4-inch spike heels shoes.

2. What does a robots.txt file do?

- Allows Search Engines' robots going to pages hidden from users.
- Prevents robots from going to pages that you don't want to be seen by search engines.
- Makes an easy path to all pages you have on the website.

3. You've got a web page www.mysite.com/page1, and put a link to it from www.mysite.com/page2. This link doesn't open the page www.mysite.com/page1 (the page cannot be found). Why?

- The page actually exists, but it appears like non-existing, because Search Engines don't know about it.
- The link that you made is broken.
- The page has a dynamic URL that makes this page impossible to be displayed.

4. Your site's navigation uses flash and JavaScript that makes it hard for Google to read the text that's written in your navigation bar. But you don't want to remove these design elements, as they look great. What's NOT a way out?

- Make normal text links with the same text as your navigation bar uses, and put them at the bottom of your web pages.
- Use technologies like CSS to create navigation that looks equally great.
- On the same page, show different content to Google (using text links) and to human visitors (using JavaScript).

5. You submitted your site to Google and want it to index your pages as soon as possible. What should you do now, so that Google crawls and indexes you **in the shortest possible time**?

- Contact Google helpdesk and ask them to include all pages.

- Remove flash, JavaScript, frames, Welcome page and other elements that are hard to crawl and submit a Sitemap to Google.
- You must pay Google to index you immediately.

6. If a site is NOT Google-friendly, what makes us think so?

- It doesn't have a robots.txt file.
- The site's content writer makes unfriendly statements about Google.
- The site's content is hard for Google to crawl, evaluate and index.

7. Why are images considered search-engine-**non**-friendly, while text links are search-engine-friendly?

- Images eat up too much traffic when they load.
- Search engines' robots cannot read text on image links.
- Search engines don't visit pages with images.

8. Your site sells books. Which of the following URLs for Dan Brown's *Angels and Demons* will be the most SE-friendly?

- <http://www.mybookstore.com/dan-brown&good=angels-and-demons>
- <http://www.mybookstore.com/dan-brown/angels-and-demons.html>
- <http://www.mybookstore.com/showgood.php?category=31&good=142>

9. You created a Sitemap and submitted it to three Search Engines. What should you expect now?

- All web pages mentioned in the Sitemap will get a higher ranking in the three Search Engines and their regional versions.
- Pages contained in the Sitemap will appear in Search Engines' results pages soon.
- Search Engines' crawlers will no longer be coming to index your pages, because they already have a Sitemap with all pages specified.

Chapter 3: An offer they can't refuse (create mind-blowing landing pages for Search Engines and people)

Now,

- All nasty mistakes are corrected
- Frames and flash are done with.
- Your site is submitted to search engines
- Crawlers will have no problem looking at it

And we can get down to **onpage optimization** as it is. Exactly what you'll learn and do this time is:

- [3.1 Imagine you're on a plane, or What's a landing page?](#)
- [3.2 5 keyword portions: choose what's best for each landing page](#)
- [3.3 Prepare the ground for a "comfy landing" \(finding a page to act on\)](#)
- [3.4 Size matters! In SEO...](#)
- [3.5 Making the first Onpage Optimization Report](#)
 - [Option 1: Find out best on-page practices, by hand](#)
 - [Option 2: Grab WebSite Auditor and X-ray your competition](#)
- [3.6 Tune up the landing page](#)
- [3.7 Make your page a gem](#)
- [3.8 Magnetic, sure-fire, pushing and simply great: 4 more pages to be done](#)
- [3.9 Summary](#)
- [3.10 Quiz](#)

Go ahead with the guide, and you'll see what stands behind these tricky titles. Warning: you've got a real lot to learn, but remember this is a **practical** guide, so guess what?.. You have even more **to DO**, getting ready for the big success day. And this time, the talk is again about **onpage optimization**, which is (let's recall once again) twisting and changing pages *on your website*, as opposed to **offpage optimization**, which is, playing with SEO-related things that exist *outside your web pages*.

Here's one more example. Last time me and my wife came back after a holiday trip, we looked at our house and realized at once: our elder boy has had a rocking party. These teenagers nearly ruined the house!.. But that's not the point.

Here's the thing: preparing for the party, Mike got lots of music CDs, plenty of beer and he even decorated the house. (I never thought my son had a sense of beauty :) That was all like on-page optimization.

And, together with his 2 friends they decided whom to invite and gave out dozens of invitation cards. This looks pretty much like off-page optimization.

Both onpage and offpage optimization are done to get a better position in Search Engines, that is, to drive more visitors to your site. Or, in terms of our material world, what you're going to do now will definitely drive more money to your bank account. So why wait? Let's go.

3.1 Imagine you're on a plane, or What's a landing page?

Think of the word: *landing*.

I guess one of the first things to associate is landing field. And indeed, it has pretty much in common with a **landing page**.

OK, now let's imagine you're on a plane, and it's about to land. Here's the picture: the Boeing's wheels meet the runway, and in a couple of moments, it taxis to the landing field. You see a tube attached, and in just a couple of moments, you rush to the airport building together with a flow of people. Now think: where do they all go to? Either to register and take a taxi to a hotel, or to wait at the terminal, filling the time getting souvenirs and duty-free spirits. And here's the essence: of these crowds of people that arrive, no one stays at the landing field for long, and nobody leaves it by the same path they came. The stream of people **moves where it should move**, and that's pretty much **the same direction for all**. Putting it in SEO terms, all visitors **proceed further**.

So if your web page were a landing field, nobody'd be able to hit the **Back** button in the browser. And, because you can't say "*Don't hit the back button!*", your goal is to **set your visitor in a mood to do what you expect** (e.g. buy, or click a link, or leave a comment and so on), and not click the backward arrow.

A landing page can look like a plain-text article, or like a bunch of short couple-of-words product descriptions, a directory of articles, a form to enter visitor's name and email, or else.

Look here for examples. That's the URL of a nice landing page that invites you to choose kids' clothes:

<http://www.thekidswindow.co.uk/>

or here's a landing page that directs its visitors to enter their names and contact information:

<http://nymag.com/newsletters/>

Whatever it looks like, a landing page's made for two main purposes:

1. **Attracting visitors**
2. **Making visitors proceed further**

These two things can be the steps to your first million, so remember them! And — let's come up to the table.

3.2 5 keyword portions: choose what's best for each landing page

When you read the first chapter, you made a great keywords list. Time to put it to use. Open your Excel spreadsheet where you have the keywords. All in one column, you've got **5 major terms** (marked green), **30 alternative ones** (yellow), and **over 60 additional keywords** (red).

Now make another table, like the one below. It's a sample list of grouped keywords, for a weddings-related website (I imagined that the company's situated in Sydney, hence the regional markers Australia and Sydney).

Page 1	Page 2	Page 3	Page 4	Page 5
wedding ideas	wedding website	wedding dress	wedding gifts	wedding planning
wedding ideas flowers	wedding tips	wedding dresses Australia	wedding gifts personalized	wedding planes
wedding ideas pictures	wedding websites for couples	wedding dresses Sydney	wedding gifts Australia	wedding planning classes
wedding ideas Australia	wedding Australia	wedding dresses pictures	wedding gifts for her	wedding planning schedule
wedding ideas shop	wedding Sydney	wedding gowns	wedding gifts for him	wedding planning website
wedding ideas forum		wedding dresses	wedding gifts to parents	wedding planning list
wedding ideas magazine			wedding gifts and favors	
			wedding gifts for wedding party	
			wedding favors	

First of all, make **five** columns (they are for five landing pages), and put your five main keywords, one into each column. (That's what I did, on the image above you see these words're marked green.)

Now, let's work with your 30 yellow keywords. You need to divide them into 5 groups and put into the columns you have. You don't need to make these portions equal: for each major keyword, take 3 to 9 "yellow" keywords. Try to make each group contain words that are as thematically close to the main word as possible.

I guess you're wondering why you're making **five** keyword groups for **five** pages. Here's the explanation:

Why pages come by fives?

Look at your long keywords list. Try to imagine that you have to use ALL of these keywords on just one page.

In short, this is

- **hard to do**
- **will look weird to people**
- **will appear unnatural to Search Engines**

This would be just as stupid, as if for one soup, a cook took all kinds of spices he's got in the restaurant kitchen. Or even just vanilla and red pepper in a bowl of turkey soup. I guess the meal would taste odd to me, and how about you?

My advice is to make landing pages by fives. Make five at the very start to get a good portion of traffic. Then, as soon as you're done with their optimization (both onpage and offpage), you can add more, and start optimizing them, too. Because you **add pages step-by-step**, your SEO efforts will look natural both to visitors and to Search Engines. And each time, you'll be getting some more traffic.

Of course, that's not absolutely critical. You can make seven or just four landing pages at the very start, and be fine with this. But it's convenient to make them by fives, and that's what I can recommend.

DO IT NOW! Make **5 groups of keywords** to create your 5 most important landing pages. On each page, you'll use **one major (green) keyword** and some **supplementary (yellow)** ones.

3.3 Prepare the ground for a "comfy landing" (finding a page to act on)

Now you need to prepare a landing page that you're going to optimize. There are two options: you either take an existing page, or make a new one.

Option 1: Choose an existing page

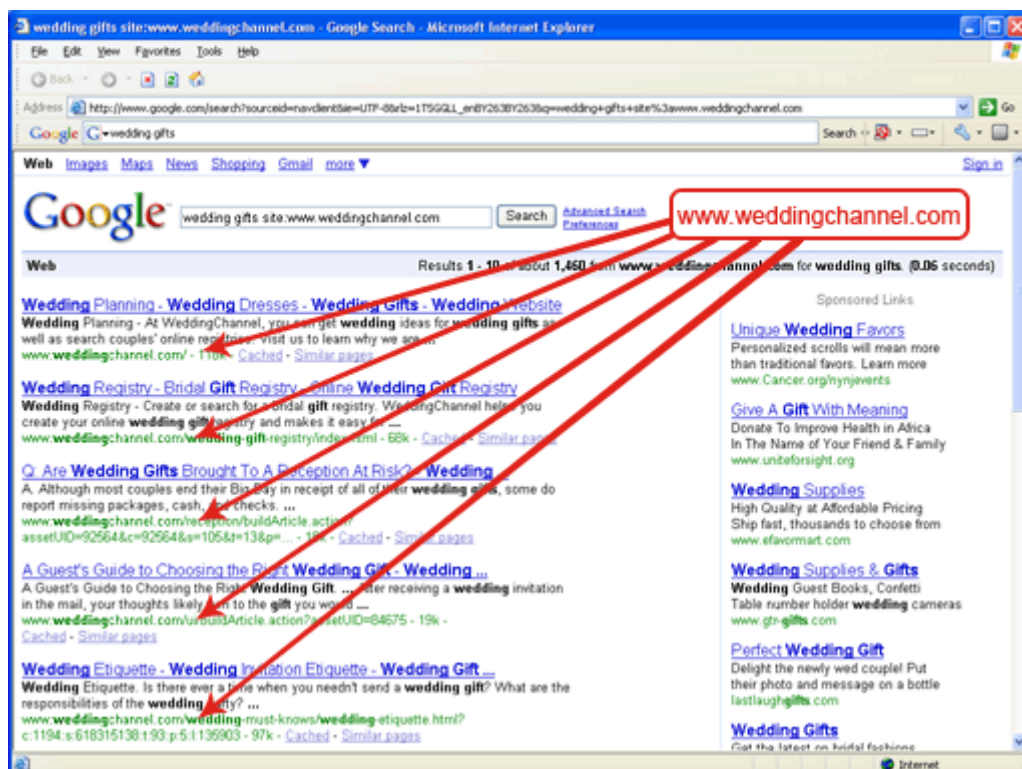
Time to pick out one of your site's pages to act on. Do what I say now, to make the right choice.

First, you check which of your website's pages rank best for your first keyword. What's the Search Engine where you want to rank well? Let's think it's **Google.co.uk**. So go to it and make a query like this:

your_keyword site:your_domain_name .

Here's an example. If your site is <http://www.weddingchannel.com> and your main keyphrase is *wedding gifts*, you type in:

wedding gifts site:www.weddingchannel.com



On the first results page, you'll see a list of 10 pages that belong to your site and rank best for the keyword *wedding gifts*.

If you'd make a normal query, just with a keyword *wedding gifts*, you'd see 10 best ranking pages among **all websites**. And right now, it's almost the same. You see top 10 pages for the keyphrase *wedding gifts*. The only difference is, **all these pages are on your own website**.

And, you choose one of these 10. Why?

The logic is simple: best-ranking pages are already good, in SEO terms. So if you pick a #1 page, this will save you much effort to optimize. Still, you need to choose between **all ten** best-ranking pages. The reason is, **maybe you don't want to change some of your pages**.

For instance, now I'm optimizing a site that sells kitchenware. When I just started, the page that ranked best for *free delivery kitchenware* was the "buy" page. As I looked at it, I saw that this buy page is greatly done. It makes order and payment convenient, and it's not supposed to convince anyone to buy, because if visitors are there, they **are** already convinced. So it's not wise to change this kind of a page. I mean, in a case like this, **you'd better pick out another one**.

So, look through your 10 best-ranking pages. Think about each of them, and choose the one you're going to optimize now.

Option 2: Make a new page

It's easily possible that you didn't pick out any of your 10 best pages. No problem!

It'll take you 10 seconds to make a new one. So do this right now!

First, go to your site and choose a typical page with your usual navigational links, headers and footers. Found one? OK, now the #1 thing to do is **save a copy of this page** with a **good search-engine-friendly name**. I mean, a name that has at least one keyword in it.

Here's some examples. If your main keyword is *tyres*, a name like *tyres-for-trucks-and-buses.html* will be great.

Or, if your page's name is *buy-gifts.html*, and *wedding ideas* is your keyword, a pretty good new name for the page will be *check-fresh-wedding-ideas.html*

Don't forget that users see these names, too. So write something that makes sense.

After this, make the new page appear on your site. Normally, you'd just upload the file to your site via FTP.

DO IT NOW! Get ready with a page you'll be optimizing: choose an existing one or create a new page.

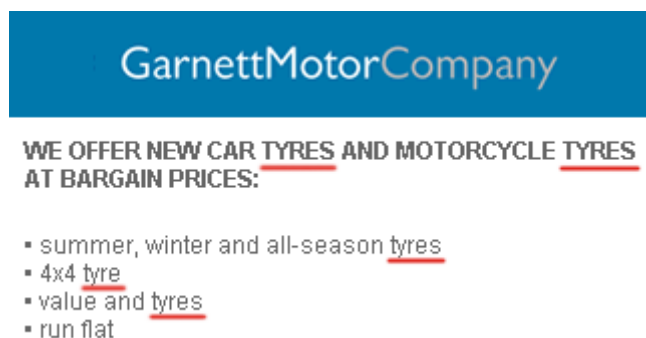
Ready to go? All right, and now I have to confess one thing. I've learnt it from my own experience, so trust me...

3.4 Size matters! In SEO...

Yeah, I mean the **size of texts**, titles, headings and other elements of your web pages.

Another thing that matters a lot is **keyword density**: the ratio (percentage) of keywords contained within the total number of words in some text. For you, it's important to know the keyword density for the whole page and for its smaller parts, like title, first sentence or headings.

Check it yourself:



In the text you see, there are 24 words, and the keyword *tyres* (*tyre*) is mentioned 5 times.

Let's count the percentage of keywords in the whole text: $5/24 * 100\% = 20.8\%$

So the **size** is **24 words**,

and the **keyword density** is **20.8%**

You'll need to find out, **how much text you need on your pages**, and what's the **best keyword density** for your web pages.

Well, you may ask me, WHY it's so important.

I'll tell you: because if you use text with too **small keyword density**, Search Engines **won't pay much attention** to you. And, if you **overstuff pages with keywords**, the Search Engine's robot will come to your site, but **won't trust you**, as the page will look unnatural. In this situation, Search Engine may even exclude it from its index. Same way, Search Engines may dislike you because you're simply using **too much** or **too little** text on the website.

And, the most disappointing thing about this is: there's no rule for text length and keywords density.

Some guys will recommend the density of 5 to 7%, or 1 to 3. But take my word, the only thing we SEOs can say for sure is: IT DEPENDS.

One of my old clients, James, recommended my optimization service to a friend of his, Fred. For his first landing page, I chose keyword density of 0.9%. Fred looked at James's pages, and it was easy to see, there the density was much higher (I know it's 6.1%). So Fred complained that I'm doing something wrong. I didn't try to explain to him that their markets and competition differ so much, as one sells aqualungs and the other baby food. *All right, Fred, I said, I won't charge you at all if it doesn't work.* And you know what? After 2 months, Fred's

sales doubled! So that's what I tell you again, **for successful optimization, keyword density is conditional**, and I'll show you how to find out what's right in your case.

Back to the #1 onpage optimization rule

Each time you decide how long your texts will be, and how many keywords you use, you should be driven by the same rule my wife uses for her "sight optimization": **look fantastic and look natural at the same time.**

And that's in fact the rule of thumb for you: **make your pages LOOK GREAT YET NATURAL.**

Now getting back to keyword density... You'll see how it will help your rankings, in just a couple of minutes. But, don't rush to count it right now. Just keep "**keyword density**" in mind, next to the **Great&Natural** rule. And read what comes next.

Learn on other people's success!

To reach an ideal, you may try 100 times, and make 99 mistakes. Or, is there a safer way? Tell me, how do we know what exactly we should do with your page, to make a leg-up on your competition? The answer's simple: like in real life, before you make a choice, you see what others did.

Your little angel no longer bawls his head off, when mom's away, and you think he might pretty well be sent to a nursery and let his mom get back to work. So...you're looking for a nursery. First you ask your friends and co-workers, whom they trust their little ones, and how well nurses take care of the kids. Then you go to see a couple places, look at the lovely kids and meet the teams. And only after that, you take your little fellow to the best place you could find.

For SEO, it's the golden rule, too.

LOOK AROUND and see what's best.

But, unlike in real life, here's what's **a fact** in SEO:

Your competitor is your best advisor!

Yes, it's simple and true: your top competitors used a try and error method, being wrong many times, and they wasted a lot of money, before they found what's right and got their top positions in Search Engines. And now they literally can't wait to tell you how they did it! You can now easily look what they do best, and do it even better. Would you miss such a chance?

3.5 Making the first Onpage Optimization Report

Option 1: Find out best on-page practices, by hand

Come on, do it right now. Just use your competitors' techniques for your own advantage. I've done the same thing, a thousand times, so what do you think, why I insist on it?

Right here, I could put a story telling you:

I started "spying" on my competition in the year of ..., and ... year ago, I used software for that purpose for the first time. All in all, this analysis saved me ... hours that is ... years of life, and it helped me make \$.....

But I'm not telling you all this stuff, because:

- 1) it's just impossible to count;
- 2) figures don't matter here.

This is what matters: **It's just stupid not to spy!**

Now I'll tell you how this competitive analysis is done by hand. Try to do what I say, as soon as you're reading it. But don't rush to count anything you can. Stick to my instructions only.

All right. Say, let's count the overall text length and keyword density of a competitor's page. Take your major keyword, for example, *wedding ideas*, and make a search for it in the Search Engine where you want to rank first. Say, Google.

You'll see your #1 competition.



Web

[Wedding Ideas Magazine](#)

Wedding Ideas Magazine - the place for great **wedding ideas** for Bride, Groom, Bridesmaids, Hen, Stag and much more.

www.weddingideasmagazine.co.uk/ - 35k - [Cached](#) - [Similar pages](#)

[Wedding Ideas - Unique Wedding Tips For A Beautiful Wedding](#)

A valuable **wedding ideas** planning resource with bridal guides, articles for the bride and bridesmaid, **wedding** etiquette advice for brides, **wedding ideas** and ...

www.allweddingideas.com/ - 12k - [Cached](#) - [Similar pages](#)

[Wedding Dresses - Wedding Cakes - Wedding Planning - Unique ...](#)

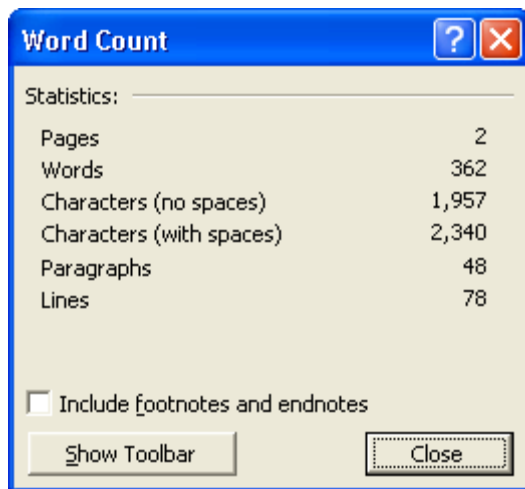
Browse **Wedding** Dresses and **Wedding** Cakes - Planning a **wedding** is easy with unique **wedding ideas** and resources online from The Knot.

[+ Show stock quote for KNOT](#)

www.theknot.com/ - 50k - [Cached](#) - [Similar pages](#)

Google results for *wedding ideas*

Just click their link to get to the page. As soon as the page's loaded, copy all its text into a new MS Word document. Now in the menu choose *Tools* -> *Word Count* to see statistics. Check how many words the page contains, total.

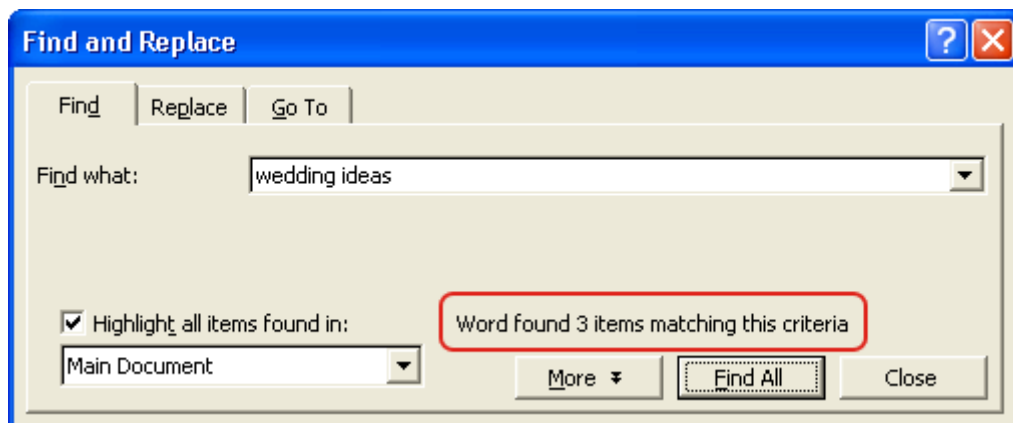


Word document statistics

Look at the screenshot. On <http://www.weddingideasmagazine.co.uk>, there are **362** words.

Now click *Ctrl+F* to search for your term in the Word document (I search for *wedding ideas*). Tick the checkbox *Highlight all items found in* and select *Main document* in the combo-box, and then click *Find Next*.

This *number of items found* is how many times your competitor uses the keyword or keyphrase you target on the page you're checking.



Statistics for the words found in the document

At the picture, you see "**Word found 3 items matching this criteria**"

Indeed, the page <http://www.weddingideasmagazine.co.uk> uses the keyphrase *wedding ideas* 3 times.

Let's count keyword density for *wedding ideas*:

$$3/362 * 100\% = 0.8\%$$

The same way, you need to check **each word** from the phrase, like I did. Look at the table:

Keyword	Words	Total Occurrence	Density
wedding ideas	362	3	0.8%
wedding	362	21	5.8%
ideas	362	4	1.1%

Believe me, even this small table is of great value. You know why? Hmm... Let's read it!

What the table says:

"Your top competition is fine with as small as 0.8% keyword density for *wedding ideas*, but they have pretty high density for the word *wedding*. So to outrank <http://www.weddingideasmagazine.co.uk> for the keyword *wedding ideas* you need to make approximately as much text on the page (300 — 400 words) and maintain approximately the same 0.8% keyword density for the whole keyphrase *wedding ideas*. But try to make density for the keyword *wedding* as high as 5.8%, and for *ideas* 1.1%."

And, just like you calculate keyword density for all the site's *contents*, you'll need to check it for *titles, texts, links, bold-written sections* and other elements.

To calculate keyword density in any element of the webpage, you take the **number of keywords** present in the element you need, divide it by the **total number of words** in that element and multiply by 100%.

DO IT NOW! Count overall keyword density of your #1 competitor's page.

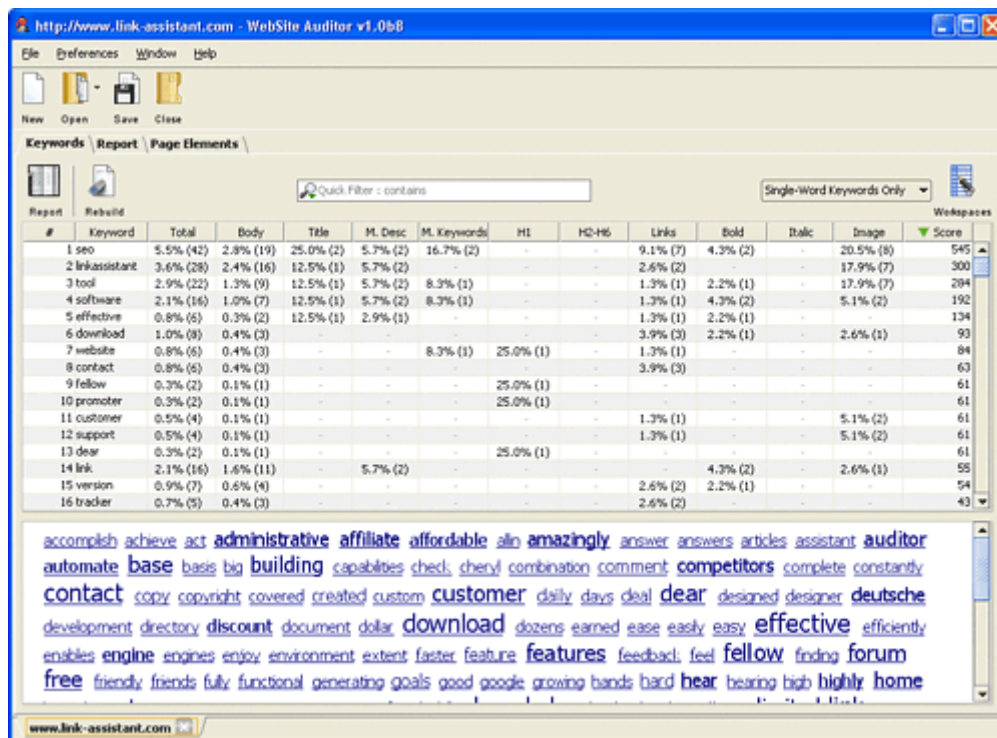
Slow, I know, but it makes sense, as a totally free method. Sure, there's another way to go. As ever, software tools make things so much easier!

You know what? I've spent eight years, each day on the web, losing and winning, figuring out how it all works — to be as bad-ass as I am now and to make the SEO money I have. And you've got this **8-year-worth knowledge** right here, right now, and can see how it works, in real time. I even envy you...Honestly! No try-and-error or endless studying, just **confidently doing SEO** — and raising paychecks. What could be nicer? And these SEO tools...where they all were 8 years ago??? And here's the greatest thing for me to know: you've got your best opportunities today to make real money on the web, much faster than I did, and I'm happy to point your chances out to you!

Option 2: Grab WebSite Auditor and X-ray your competition

The tool that'll make your competition plain to see is **WebSite Auditor**. [Here's where you can find it.](#)

WebSite Auditor is easy to use. You just enter the page's **URL** and your **major keyword** — and your top 10 competitors are like on an X-ray pic! Let's see:



The screenshot shows the WebSite Auditor v1.0b8 interface. At the top, there's a menu bar with 'File', 'Preferences', 'Window', and 'Help'. Below that is a toolbar with icons for 'New', 'Open', 'Save', and 'Close'. The main window is divided into several sections. On the left, there are tabs for 'Keywords', 'Report', and 'Page Elements'. Below these tabs are buttons for 'Report' and 'Rebuild', and a search box labeled 'Quick Filter: contains'. On the right, there's a dropdown menu for 'Single-Word Keywords Only' and a 'Workspaces' button. The central part of the window is a table with the following columns: '#', 'Keyword', 'Total', 'Body', 'Title', 'M. Desc', 'M. Keywords', 'H1', 'H2-H6', 'Links', 'Bold', 'Italic', 'Image', and 'Score'. The table contains 16 rows of data. Below the table, there's a list of keywords with various styling (bold, italic, underline) applied to some of them, such as 'accomplish', 'achieve', 'act', 'administrative', 'affiliate', 'affordable', 'ain', 'amazingly', 'answer', 'answers', 'articles', 'assistant', 'auditor', 'automate', 'base', 'basis', 'big', 'building', 'capabilities', 'check', 'cheryl', 'combination', 'comment', 'competitors', 'complete', 'constantly', 'contact', 'copy', 'copyright', 'covered', 'created', 'custom', 'customer', 'daily', 'days', 'deal', 'dear', 'designed', 'designer', 'deutsche', 'development', 'directory', 'discount', 'document', 'dollar', 'download', 'dozens', 'earned', 'ease', 'easy', 'easy', 'effective', 'efficiently', 'enables', 'engine', 'engines', 'enjoy', 'environment', 'extent', 'faster', 'feature', 'features', 'feedback', 'feel', 'fellow', 'fixing', 'forum', 'free', 'friendly', 'friends', 'fully', 'functional', 'generating', 'goals', 'good', 'google', 'growing', 'hands', 'hard', 'hear', 'bearing', 'big', 'highly', 'home'.

#	Keyword	Total	Body	Title	M. Desc	M. Keywords	H1	H2-H6	Links	Bold	Italic	Image	Score
1	seo	5.5% (42)	2.8% (19)	25.0% (2)	5.7% (2)	16.7% (2)	-	-	9.1% (7)	4.3% (2)	-	20.5% (8)	545
2	linkassistant	3.6% (28)	2.4% (16)	12.5% (1)	5.7% (2)	-	-	-	2.6% (2)	-	-	17.9% (7)	300
3	tool	2.9% (22)	1.3% (9)	12.5% (1)	5.7% (2)	8.3% (1)	-	-	1.3% (1)	2.2% (1)	-	17.9% (7)	294
4	software	2.1% (16)	1.0% (7)	12.5% (1)	5.7% (2)	8.3% (1)	-	-	1.3% (1)	4.3% (2)	-	5.1% (2)	192
5	effective	0.8% (6)	0.3% (2)	12.5% (1)	2.9% (1)	-	-	-	1.3% (1)	2.2% (1)	-	-	134
6	download	1.0% (8)	0.4% (3)	-	-	-	-	-	3.9% (3)	2.2% (1)	-	2.6% (1)	93
7	website	0.8% (6)	0.4% (3)	-	-	8.3% (1)	25.0% (1)	-	1.3% (1)	-	-	-	84
8	contact	0.8% (6)	0.4% (3)	-	-	-	-	-	3.9% (3)	-	-	-	63
9	fellow	0.3% (2)	0.1% (1)	-	-	-	25.0% (1)	-	-	-	-	-	61
10	promoter	0.3% (2)	0.1% (1)	-	-	-	25.0% (1)	-	-	-	-	-	61
11	customer	0.5% (4)	0.1% (1)	-	-	-	-	-	1.3% (1)	-	-	5.1% (2)	61
12	support	0.5% (4)	0.1% (1)	-	-	-	-	-	1.3% (1)	-	-	5.1% (2)	61
13	dear	0.3% (2)	0.1% (1)	-	-	-	25.0% (1)	-	-	-	-	-	61
14	link	2.1% (16)	1.6% (11)	-	5.7% (2)	-	-	-	-	4.3% (2)	-	2.6% (1)	55
15	version	0.9% (7)	0.6% (4)	-	-	-	-	-	2.6% (2)	2.2% (1)	-	-	54
16	trader	0.7% (5)	0.4% (3)	-	-	-	-	-	2.6% (2)	-	-	-	43

Webpage analysis results in WebSite Auditor

Looks a bit too intricate? No prob! You've got the best part of WebSite Auditor as well, which is the *Onpage Optimization Report*. It explains you every part of your page's optimization in plain English.

In fact, in WebSite Auditor's report you not only see what your top competition's sites are made of. Here's what you actually can do and what I ask you to do now: look what you need to change on your page to make it as great for making money as your competitors' traffic-winning pages. Yes, it's right in front of you: if something's already fine on the page, this is marked green. And what needs to be changed is left yellow or red, depending on how much it differs from the ideal.



http://www.link-assistant.com Onpage Optimization Report

Report created on: Aug 20, 2008

- Report Overview
- Keywords Overview
- Page Title
- Meta Description
- Meta Keywords
- Body Text
- HT Headings
- Bold Text
- Anchor Texts
- Image Alt Texts
- Final Words

Keywords Overview

Summary

Take a look at the factors that influence optimization of your page <http://www.link-assistant.com> and see how they compare to the average values among your top-ranking competition, for each of your keywords.

HTML Element	Words Total		Keyword Density		Optimization Rate	
	Your Site	Avg. Comp.	Your Site	Avg. Comp.	Your Site	Avg. Comp.
Page Title	8	10	25%	22.3%	71.8%	
Meta Description	35	19	5.7%	3%	50.1%	
Meta Keywords	12	11	16.7%	2.5%	44.2%	
Body	675	1269	0.6%	1.4%	50.6%	
HT Headings	4	8	0%	17.6%	18.4%	
Bold Text Blocks	46	169	4.3%	3.9%	69.4%	
Anchor Texts	77	135	2.6%	3.5%	62.1%	
Image Alt Texts	39	25	5.1%	9.3%	65.4%	
Entire Page	896	1646	7.5%	8%	54.0%	

Details

For your convenience, here is the cloudmap of keywords contained within the page:

Keyword cloudmap (based on a total 195 keywords)

accomplish achieve an administrative affiliate affordable ain amazingly answer answers articles assistant auditor automate **base**
 basic big building capabilities check Cheryl combination compare competitors complete constantly **contact** copy copyright covered created
 custom **customer** daily days deal **dear** designed designer deutsche development directory **discount** document dollar
download scores earned ease easy **effective** efficiently enables engine engines enjoy environment extent faster feature
features feedback fee **fellow** finding **forum free** friendly finds fully functional generating goals good people growing hands hard **host**
 personally period place popularity powerful press pro product products program progress **promoter** promotion provider purchase
 quality question questions **rank** read radio recommend request resources risk room safe save savvy screenshots search send **seo**
 size **services** side simple **site** sites **software** solution sounds special **spyglass** stay suggestion **support** targeted tasks
 tedious testimonials entire **time** tips tool **tools** top **tracker** traffic trial trials typical ugh understand **unique** unparalleled usage
 users valuable **version** virtual/in visibility wanted web **website** wonderful wondering word work

When Google decides how important your keywords are for your page, this largely depends on keyword density in different page elements. Look at the density for the 20 most frequently-used keywords on your webpage:

Top 20 Keywords Density Overview										
Keyword	Total	TITLE	MD	MK	BODY	HT	B	A	IMG	Score
1 seo	5.5%	25%	5.7%	16.7%	2.8%	-	4.3%	9.1%	20.5%	545
2 linkassistant	3.6%	12.5%	5.7%	-	2.4%	-	-	2.6%	17.9%	300
3 tool	2.9%	12.5%	5.7%	8.3%	1.3%	-	2.2%	1.3%	17.9%	284
4 software	2.1%	12.5%	5.7%	8.3%	1%	-	4.3%	1.3%	5.1%	192
5 effective	0.6%	12.5%	2.9%	-	0.3%	-	2.2%	1.3%	-	134

Page elements

Page element	Desc
8 words in Page Title	LinkAssistant SEO Tool - The Most Effective SEO Software
35 words in Meta Description	LinkAssistant is the most effective SEO software tool created for link building and link management. Here's why LinkAssistant SEO Tool is THE best deal you can get if you need a search engine optimization software .
12 words in Meta Keywords	seo tool, seo software , search engine optimization, website promotion, web site optimization
4 words in 1 HT Headings	Dear Fellow Website Promoter,
46 words in 9 Bold Text Blocks	SEO tool automate the many tedious link building tasks the most powerful and effective SEO software download the trial version here the most wonderful, affordable link management software very highly recommend this product Best purchase I've ever made! get a HUGE discount limited-time special offer
77 words in 55 Anchor Texts	SEO SpyGlass Rank Tracker Website Auditor Home Order Download Features Competitors Screenshots Forum Contact us other SEO tools unique features Customer Support why LinkAssistant is best hear from you download the trial version here get a free download of LinkAssistant SEO Tool Take a look contact us VirtuAllin Administrative Services limited-time special offer SEO Affiliate Program SEO Forum SEO SpyGlass Rank Tracker Press Room Resources Site Map Contact us Deutsche Version The Amazingly Effective SEO Software
39 words in 54 Image Alt Texts	LinkAssistant SEO Tool SEO Software Link Building Software Free Download Order LinkAssistant SEO Tool Overview LinkAssistant SEO Tool Overview LinkAssistant SEO Tool Knowledge Base LinkAssistant SEO Tool Knowledge Base LinkAssistant SEO Tool Customer

Onpage Optimization Report

DO IT NOW! Download WebSite Auditor, run a check for your landing page and generate an *Onpage Optimization Report*.

Took a quick look? Then let's get down to work, making the necessary changes and creating an ideal landing page. Ideal is what? Remember? Looking **great and natural**, and producing **good clients!**

3.6 Tune up the landing page

First, let's see what we have:

- a landing page waiting to be optimized
- a list of keywords for your landing page
- software that lets you make an ideal landing page

Quite enough to make your site a success. And, one by one, you'll make things to add flavor to your page.

Give your page a good title

Page titles are displayed by search engines in their results pages. So this title is quite often the most prominent thing for your users, and for Search Engines. And sure, as it's the first thing they learn about your page, its importance is huge. That's why we start from the title.

[CV Writing: How To Write A CV \(Curriculum Vitae\) And Get Results](#)

Create your CV in no time with our easy to use online CV builder. Discover how thousands of job seekers just like you have been delighted.

[cvwriting.net/](#) - 12k - [Cached](#) - [Similar pages](#)

Page title 

Page's title in Google results

Oh, my wife would tell you the same thing, for sure!

The first thing to learn matters a lot.

Think of this: when we met at that unicorn party, what could my friend tell about her?

Here's just two of the options:

"Hi Dan, this is Linda, my sister's roommate. She's so fun to get drunk with!"

or

"Hi Dan, this is Linda, my sister's roommate. She loves Depeche Mode like you do."

I guess it's obvious, what'd make me think better of her.

Sure, the number of options is unlimited. And, telling you the truth, what my friend in fact said about my future wife was: *"Dan, meet Linda, Kelly's roommate"*. Then he whispered *"Don't miss this butt!"*.

I wish all page titles could work as great on crawlers and users, as this phrase worked on me ;)

Now, **make a TITLE for your landing page.**

Note: page title should be unique for your website. It's better if you don't have two pages that bear the same title.

wedding ideas
wedding ideas flowers
wedding ideas pictures
wedding ideas Australia
wedding ideas shop
wedding ideas forum
wedding ideas magazine

Now, look at your list of keywords.

For the title, take your first major (green) keyword, then a couple supplementary (yellow) ones, depending on how long they are. Plus, you need something descriptive, telling about the purchase, or discount, or delivery, or anything else concerning your service that will let the title stand out.

And remember:

Always try to **start your page title from keywords**, and put other words in the end.

You can separate keywords by comma (,), hyphen (-), or pipe sign (|). Most webmasters use pipe. Well, but it doesn't look natural. The title just doesn't read like a real phrase.

Use commas or hyphens — this makes no difference to Search Engines, but looks more human to users.

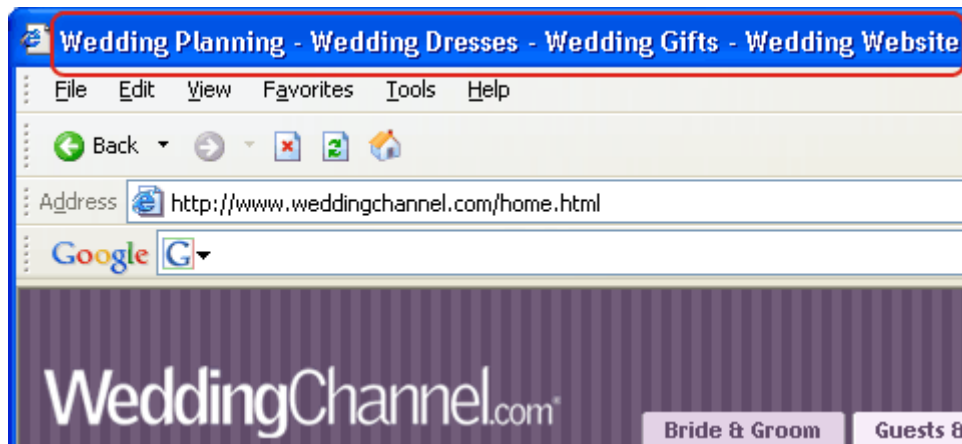
For instance, a great title for your weddings-related website would be:

Wedding ideas, wedding dresses, accessories, flowers — free delivery in Sydney

As a title tag, it looks like this:

```
<title>Wedding ideas, wedding dresses, accessories, flowers — free delivery in Sydney</title>
```

Here's a real title from the website <http://www.weddingchannel.com>:



Here's the title tag:

```
<title>Wedding Planning — Wedding Dresses — Wedding Gifts — Wedding Website</title>
```

And just some more examples of nice titles:

Pizza Hut - Pizza Restaurant & Pizza delivery online

Running Shoes | Sports Shoes | Sports Apparel | New Zealand

Exotic Pets - Choosing An Exotic Pet - Care of Exotic Pets

Now WebSite Auditor helps you make a perfect title. Look at the part of its *Onpage Optimization Report* called Page Title. Check the recommended number of words and keyword density there, and make a nice title that fits. Make use of your keywords, like I said before. And, remember it should look attractive to a human.

Don't wait to transfer the page with the new title to your server. Just within days, you'll see what effect it can take!

DO IT NOW! Change the title of your web page and make sure it appears in the Internet.

Make meta keywords and meta description tags

And what's in fact a **meta keywords tag**?

It's a special tag that's supposed to be like a brief list of your page's most important topics. Normally, using these special meta tags, you make a list of the most valuable keywords on your site. These words're called **meta keywords**.

Making meta keywords tags, you ease the robots' job — telling them where to look. And, though Search Engines themselves do not think too much of meta keywords, they still help your SEO efforts a lot, for instance when you submit your site to directories (we'll do this in the next chapter, Chapter 4: Getting on the move: where your link building starts). In brief, meta keywords tags just help non-human visitors (and believe me, these are not only Search Engines' robots) concentrate on the most important things.

Here's a real-life parallel. Say, I'm thinking of buying a Cadillac Escalade, and a dealer gave me a brochure. Though I'm mostly interested in the engine power and volume, fuel consumption and CO2 emission, to find it, I'll have to look through the whole thing. And, if they'd put what I need at the very first page, it'd save me a lot of time.

And, if I were a robot, and the brochure a web page, I'd love those technical things put into a **meta tag**.

In fact, meta keywords aren't that terribly important, still they can make your rankings somewhat higher. So come on, make a meta keywords tag for your landing page.

Here's how this tag looks like:

```
<meta name="keywords" content="keywords,keyword,keyword phrase,etc.">
```

No human being will see this list on your web page, as it's just a message to the Search Engine's crawler.

Here's an example of how a meta tag might look for <http://www.weddingchannel.com>

```
<meta name="keywords" content="wedding, weddings, wedding gifts, wedding ideas, wedding cards, wedding flowers, wedding Australia">
```

Now, **meta description** tag. This kind of tag is used to give a brief description of your site. What you see below the links on Search Engines' results pages is quite often the site's **meta description**.

[CV Writing: How To Write A CV \(Curriculum Vitae\) And Get Results](#)

Create your CV in no time with our easy to use online CV builder. Discover how thousands of job seekers just like you have been delighted.

[cvwriting.net/](#) - 12k - [Cached](#) - [Similar pages](#)

Meta-description 

A page's meta description displayed in Google

Here's how the tag for meta description looks like:

```
<meta name="description" content="Brief description of the contents of your page.">
```

There are two basic things meta description should be made for:

Firstly, **for Search Engines' robots** it makes use of good keywords and looks attractive.

Secondly, **real people** read a meta description, and they decide if they want to click a link and go to leave some money on your site.

So here's what you need to do: stuff your meta description with keywords, though reasonably, and make it look like an **irresistible invitation** to your web page.

Want some examples? Here's where guys have done a good job:

[Where to buy a hedgehog](#)

Wondering where on earth to **buy** a **hedgehog**? Start here! Hedgehogabilia.

Where to purchase **hedgehog** supplies and collectibles. ...

[hedgehogvalley.com/other.html](#) - 5k - [Cached](#) - [Similar pages](#)

[Send Flowers, Plants, & Gift Baskets - Flower Delivery Service at ...](#)

FlowerStore.com offers **delivery** of fresh **flowers**, plants, and gift baskets for every occasion including birthday, birth, or I'm Sorry occasions.

[www.flowerstore.com/](#) - 67k - [Cached](#) - [Similar pages](#)

[All recipes – complete resource for recipes and cooking tips](#)

Looking for **recipes**? You've come to the right place. Allrecipes has more than

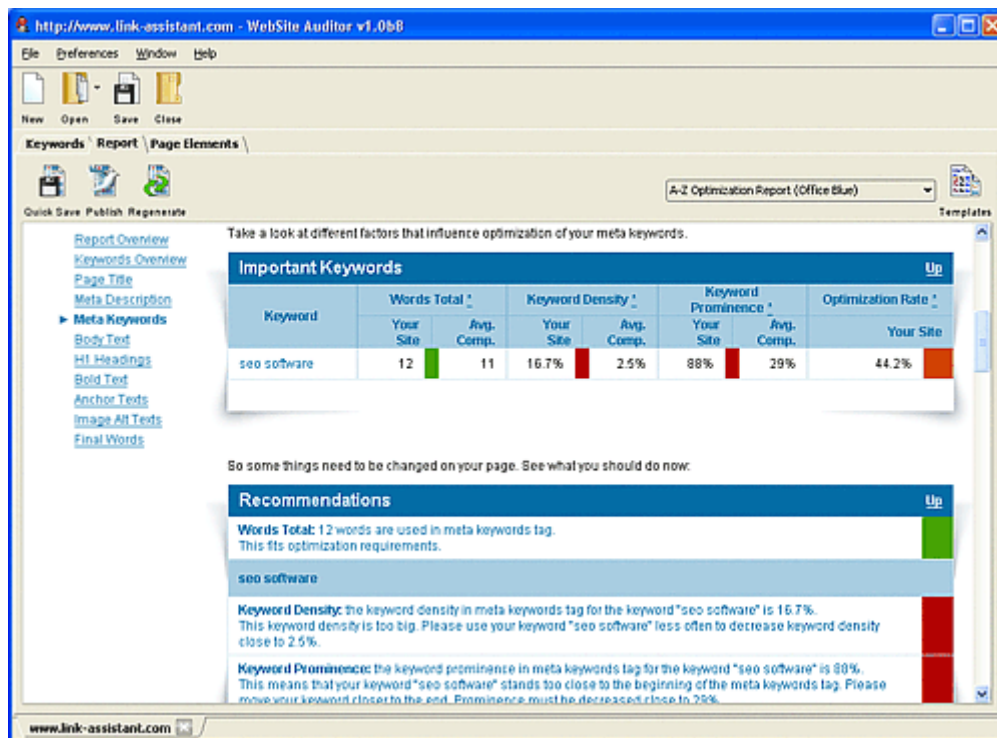
40000 free **recipes** - all created, tested, reviewed and approved by home cooks ...

[allrecipes.com/](#) - 76k - [Cached](#) - [Similar pages](#)

Here's an example of how a description can be written:

```
<meta name="description" content="Get fantastic wedding ideas, best wedding gifts, nice cards, all kinds of wedding flowers and any wedding accessories for weddings all over Australia.">
```

Now look what the report says about keywords density and description length. For your site, make it as close to what's recommended in WebSite Auditor, as possible. And, like you did with the page title, make meta keywords and description tags available online.



Advice for writing meta keywords and meta description of your page

DO IT NOW! Write meta keywords and meta description tags and upload the changed pages to your web server.

Write gripping content

It's time to write content for your landing page. Again, like I already said, write it for both, search engines, and people.

Make good use of keywords to let search engines fall in love with you. And never forget about your visitors. You, and me, and all other internet entrepreneurs attract visitors due to being at the top of Google for our keywords — easy to understand.

And, we convert our visitors, that is *make them do what we want*: buy our sports shoes, or donate to our dog shelter, or post on our Star Wars forum, by persuasive contents of our landing pages.

So your landing page must be a combination of both: **search-engine-friendly contents** and **call for action**. Be up-to-the-point, and **make your invitation irresistible**. Never forget this thumb rule about being **FANTASTIC and NATURAL** at the same time

Once I tried a curious thing to do. I started SEOing two pages at a time, they were both about the same kids' clothes. And, I did absolutely the same things to both pages, except for one thing: they had different contents. One page was stuffed with keywords, 7,3% to be precise.

The other one only had 0,6% of keywords, and it was very well-written, like you know there're such pages that you read and you want to click the BUY button and grab all you see.

Now the result of it all: during 3 months, the keyword-rich page got 3.802 visitors, and only 76 of them made an order. The other page got 813 visitors, and 202 of them bought something. Among these people, 43 even got several items.

So this was a thing to learn: **high traffic matters, but high conversion makes it all!** Good human-friendly content converts. And, keyword-rich but senseless web pages only make visitors hit the Back button.

Write for both, people and search engines.

Think well about your first sentence! Exactly the way humans do, crawlers believe that the first sentence is very important. Most often, that's a prominent headline that we put in an H1 tag. I'll tell you about this tag in just a couple of minutes, and right now just think well of your page's contents. Make it keyword-rich and full of sense, so that it looks equally great to people and to crawlers.

And, just think how lucky you are! You've got an advisor to help you. The WebSite Auditor report compares your top 10 competitors' pages and tells you how long the texts on your landing page should be, how many keywords you should use, where to put them and so on. Follow the tips you see — and be sure to make a fantastic page!

DO IT NOW! Write good content for your web page. Use WebSite Auditor tips to make your content's quality outstanding: adhere to the recommended text length, keyword density and places where keywords should be put.

As soon as you're done, copy the page to your web server.

That's a cool trick, right? The program tells you all you have to do on your page. All that's red is in bad need for a change. All that's green is great. Now keep doing what the report says, and in the meanwhile, read the guide further. I'll tell you what are these things to do and why you need them.

Make your keywords catch the eye

First, please read this:

Ten Financial Reasons To Turn Off Your Television - And Ten Things To Replace It With

110
comments

April 9, 2007 @ 10:00 am - Written by [Trent](#)

Categories: [Frugality](#), [Television](#)

Bookmarks: [del.icio.us](#), [reddit](#)

My wife and I have **reduced our television viewing to roughly four hours a week**: two hourly dramas and maybe two more hours combined throughout the week. I believe that it won't be too long before we turn the television off for good. Why? *It's too expensive*. Here are ten reasons why.

Cable / satellite bills Our cable bill used to cost us roughly \$60 a month. That adds up to \$720 a year spent just to get more programming. Three years worth of that and we're looking at a very nice vacation. Five or six years of that, put into a savings account, potentially replaces a car.

Electricity We had *two televisions*, and they would each be on an average of **four hours a day**. Given a cost of \$0.10 per kilowatt hour, and the fact that the smaller television used about 100 watts and the larger one used about 160 watts, that meant we were using a bit over a kilowatt hour each day. There's another \$40 a year that vanished.



Now, think what things grabbed your attention most. Not taking the TV set into account, no doubt, the number one thing was the biggest heading. Then, for sure, things that are written in **bold** or *italic*.

Well, search engines try so much to be like you and me, and they notice the same things, that is, headings and emphasized text.

I'll tell you a bit more about it.

First, **headings**, or more exactly, **H1 and H2 texts**

What's H1, H2 and so on? In HTML, **headings** are marked with H1 to H6 tags, and this is to define the size of your headings, like they appear to the user. So there're 6 levels of headings, H1 is the biggest, and H6 is the smallest. Normally, we put headlines, titles and other important things into H-tags.

The most substantial headings, I believe, are H1. In fact, search engines believe the same. And crawlers pay most attention to H1, then H2, H3 headings and so on, rather than to plain text.

So here's your new winning step: add some keywords into your headings. For H1 tags, use your major (green) keywords.

As for H2-H6 headings, take your "yellow" keywords — the ones we chose as optional. Don't forget to look up your personal *Onpage Optimization Report* for more tips.

Second, **bold** and *italic* fonts

As I mentioned, search engines' crawlers try to be as human-like as possible. And they believe that what's **bold** or *italic* is more important than simple plain text.

You know what I'm driving at?

DO IT NOW! Try to emphasize your keywords: put them in H1 and H2 headings texts. Where you have prominent ideas on the page, express them using your keywords, and make this text **bold** or *italic*. Don't forget to make the changed pages available online.

Sure, WebSite Auditor gives you a hand with headings, bolds and italics, so you're absolutely safe.

"Search Engines don't read images." So what?

Exactly as it says above, if something's written on an image, Search Engines can't read this text. But you can save yourself trouble and write nice ALT texts for all your images.

In fact, every image needs an ALT text. This is a brief description of the image, that's put in the image tag. ALT text is absolutely required by HTML standards. And, if you run your page through [w3c validator](#) like you did earlier, you'll see that it just won't let you go without ALT texts.

If you disable images in your browser, and load a new web page, you'll be able to see the ALT texts of the images.

Here's an example from Amazon.Com:

	<p>The Da Vinci Code <u>Buy new:</u> \$7.99 Get it by Friday, Aug Eligible for FREE ★★★★☆ (3,858) Books: See all 2,550</p>		<p>The Da Vinci Code <u>Buy new:</u> \$7.99 Get it by Friday, Aug Eligible for FREE □ (3,858) Books: See all 2,550</p>
---	---	---	---

Example of an image and its alt text

On the right, you see the ALT text "The Da Vinci Code" instead of the image showing the book's cover.

Here's the thing: if there weren't any text, search engines wouldn't notice the image. Crawlers can't see "Search Inside", "Dan Brown" and "The Da Vinci Code" on this book cover image. They only see the ALT text saying "The Da Vinci Code".

As search engines pay attention to ALT texts, they can be used for SEO. For instance, quite a lot of businesses get very good traffic due to Image Search. And, if there were no ALT texts, image search just wouldn't work.

So, to get some more traffic, you should **use keywords in your ALT texts**.

And, one thing to remember. **People can also see these texts**. Some of your visitors may use special browsers for people with visual, hearing, or other impairments. Others will view your site without downloading any of the images. The ALT text will tell what's on the image, no matter how people view your site.

So make these texts meaningful and to the point.

And... never write "My asshole Boss" in the ALT tag of your CEO's picture ;)

DO IT NOW! Write good ALT texts for your images. Where possible, use your keywords in them. Make all changes available online.

Make your pages link to each other

Remember I told you, pages on your site must link one to another? That was, for the robot to have many ways to go. These links coming from pages of the same site are called **internal links**, and they can pretty well help your SEO efforts.

But the robot also looks at the links' **texts**. Time to say,

Links to your page must contain your keywords!

So see where you have links to your landing page, the one you're making right at the moment. Now, add keywords to the links' texts. Just to let you know... This text you see on the link and click on is called **anchor text**.

For example, here's a link that has a "this is what we call "anchor text" "anchor:

[this is what we call "anchor text"](#)

And the HTML code to produce this link looks like this:

```
<a href="http://www.some-website.com">this is what we call "anchor text"</a>
```

Anchor text should contain keywords specific for the page to which the link leads (not for the one where the link's put). Like, if you link from a page about *dogs* to a page about *cats*, the anchor text should say "*cats*".

Now make good keyword-rich and logical anchor texts.

For instance, if your page's about vacation at the Caribbean, and one of your keywords is *tours to the Caribbean* and the link to this page looked like this:

To learn more about tours to the Caribbean, [click here.](#)

then you'd better replace it with

Learn more about [tours to the Caribbean.](#)

And, if you don't have links to this page yet, put links immediately, and use keywords. Your links must tell what they really link to.

But, again, never forget that people're going to read these texts. Sometimes webmasters use words just because they are good keywords — and never care what users will think.

For instance, when I was looking to buy a turtle for my son, I clicked a link *exotic pets* on some website. But all I found was **all kinds of cats**. Imagine my disappointment. In this case, the webmaster could write *all cat breeds* or *cats for sale*, or *cats and kittens*. Then, if users clicked the link, they'd find what they expect.

Yes, you can "cheat" search engines, but it's important not to cheat real users.

DO IT NOW! Make internal links with descriptive keyword-rich anchor texts.

Done with links? Here's a reminder for you: if you made a new page to optimize, the page is not yet in the [sitemap](#), so don't forget to add it! (You don't have to submit the sitemap to search engines again, the robot will see the changes next time it comes.)

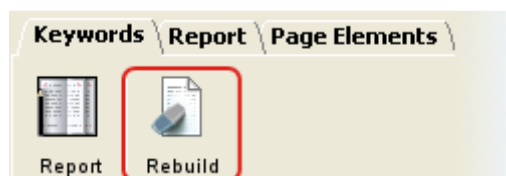
DO IT NOW! Add your new page to the Sitemap.

Now, **publish your page to the web server**, and the first cycle of on-page optimization is over.

DO IT NOW! Make your page available online.

3.7 Make your page a gem

You're not fully done with onpage optimization, until you shape your page up a bit more. First, make your *Onpage Optimization Report* once again. Baby-simple: just go back to the *Keywords* tab of WebSite Auditor and click *Rebuild*.



Rebuild button in WebSite Auditor

Wait a couple of seconds before your smart tool does the job, and switch to the report. Now, look at it one more time. If you followed the recommendations before, I guess now your report is more green and yellow and less red.

If you have red spots, something's wrong on your page. Yellow cells mean, you're quite close to the ideal. So go over the *Onpage Optimization Report* again and make some corrections (WebSite Auditor tells you what you have to do).

And, after you made the recommended changes, again, upload the page to the site and check it with WebSite Auditor. You have to go on with your checks and corrections until your report's almost all green.

DO IT NOW! Check your web page with WebSite Auditor and make corrections, where the software shows they're needed. After that, publish the page to the web and check it again. Do this several times, until the software says your page's fine.

3.8 Magnetic, sure-fire, pushing and simply great: 4 more pages to be done

You've got your first landing page? Good job!

What you have to do now is, make 4 more pages. Remember: these are not **next four pages**. These should be **4 more fantastic&natural pages**. That a page is the 3rd, and not the first one you made, doesn't mean it can be worse in quality. Each page must be as great as the first one, just targeting different keywords. The software will help you find an ideal page structure, and my comments will guide you all way through.

Look at your keyword list and choose the next main keyword plus extra ones that come with it. You'll use these keywords for a new page. Try to make each of the 4 pages as great as you can.

So, ready with your main keyword? Then, go through all steps to make another great landing page, starting from [Preparing a page to optimize](#).

DO IT NOW! Run all this chapter's recommendations [from the very start](#) to create 4 more landing pages.

This is all you have to do for the onpage optimization part.

3.9 Summary

This time, you've done a lot. So much to change or make anew. Good job.

And, thinking of how much you've done, you must know an even greater thing: your site is **so much closer to getting a top position!**

In short, you took a big stone and killed two big birds: starting from now, your pages win love of search engines and people. Look:

- Your web pages look lovely to Search Engines
- Your site's content looks great and reads great
- Your landing pages make visitors do what you want
- Plus you've learnt more about keywords, ALT and meta tags, search engine crawlers, page titles and what not!

By the way, do you remember, you're also on your way to get an SEO certificate? So, while your knowledge is fresh, go ahead and [complete the quiz](#).

Quiz

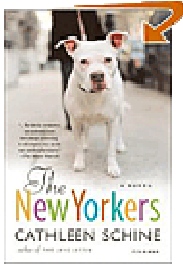
1. What is a landing page?

- A special form you have to fill out when you land in an international airport.
- A page on your site that visitors are supposed to skip.
- A web page that makes visitors do some particular action.

2. Your friend owns a drug store, and he's finally willing to make his old good site work. He's asked a couple of Internet-crazy guys for recommendations. Which one is close to the truth?

- I heard when you write texts for your pages, you should use as many keywords as possible. 20, 30 per cent is great: the more keywords, the greater your chances to be found in Google.
- Be very careful about adding keywords to your pages. I always use 1- 2% of keywords for the best results.
- Can't say for sure, you know. 1 keyword, or 50 - each time it's different. Better look what other guys did in the same niche, and analyze how it works.

3. If on your page you have this image and you want Google to see what's written on it (The New Yorkers Cathleen Shine), what should be done?



- Nothing has to be done, you should just leave this image. Google will see all words that people see.
- Add the words 'The New Yorkers Cathleen Shine' into the page's meta description.
- Use the words 'The New Yorkers Cathleen Shine' as this image's alt text.

4. Let's think you sell clothes for kids of all ages, and offer 40% discounts before Christmas. Your main keyword is kids clothing. What title for a web page will be most user- and Google-friendly?

- Kids clothing, baby, infant and toddler clothing - 40% off at Christmas sale.
- Fantastic Christmas sale | 40% off on kids clothing | clothing for all ages
- Only for Christmas eve - huge Christmas sales - up to 60% off!

5. Which of the following is the best criteria to estimate how search-engine-friendly a page is:

- how big its keyword density is
- how well meta keywords tag is stuffed with keywords
- how smartly keywords are used in HTML elements of the page

6. Page A of your site is optimized for *evening dresses* and *lady's evening clothing*, as it sells women's evening dresses. Page B is optimized for *men's and women's jewelry* and *men's and women's accessories*.

If you put a link from page A to page B, which text is it best to use on the link?

- *lady's evening clothing*
- *men's and women's accessories*
- *dresses and accessories*

7. What's the best practice, when making several new pages for one site, for instance if you want 30 new pages?

- Prepare 30 pages and launch them all in one day - the SEO effect will be fantastic!
- Make a small portion of pages, optimize them, and after that start with new ones.
- You can't have 30 pages on the same website - 5 Max.

8. What does Google show to the site owner of www.weddingchannel.com, if he uses this command: 'wedding gifts site:www.weddingchannel.com'

- Pages of his own site www.weddingchannel.com that Google finds relevant to the keyphrase 'wedding gifts'.
- Top 10 websites found in Google that compete for the keyword 'wedding gifts'.
- Best places to buy wedding gifts online.

Chapter 4: Getting on the move: where your link building starts

You've done a whale of a job: now Search Engines easily crawl your pages and will never miss a single page you want to show. The keyword choice for your site is brilliant. And that's not it! Also:

- Your landing pages have powerful content that encourages visitors to do what you want
- Your pages' design and texts are well-optimized for Search Engines
- The landing pages you've got use only best practices of most successful websites in your niche

Now let's see what I prepared for you this time:

- [4.1 Words for talking link building](#)
- [4.2 What's the purpose of links?](#)
- [4.3 Sites vote for each other](#)
- [4.4 How do we get links?](#)
- [4.5 Quality of links](#)
- [4.6 Avoid link farms and FFA sites](#)
- [4.7 Factors that make up quality links](#)
- [4.8 Grow your links regularly and at a natural speed](#)
- [4.9 Look where the link can be placed](#)
- [4.10 Ways to get links](#)
- [4.11 Summary](#)
- [4.12 Quiz](#)

Now we're fully-equipped and well-prepared to start with offpage optimization. And this is, in general, building links. Or more precisely, it's building good links you will profit from.

When you were busy with onpage optimization, you put links between pages of your own site. And what you're starting now — link-building — is getting other people put links to your pages from their sites.

Good links are absolutely necessary for SEO, and while good keyword choice and onpage optimization are a head start, lots and lots of links you're getting soon are the whole way to success.

Think what's going on in real life: a friend of mine, James, is in charge of supplies at a kitchenware production. He's got lots of good acquaintances among aluminum and steel suppliers, and thanks to that his company gets materials faster and on better conditions. This lets them complete clients' orders faster — and thus they're selling more and more each year. And James says that one of these acquaintances resulted in doubling sales within 16 months!!! That's pretty much like offpage optimization — trying to make connections (links) with others that are useful to you. And some links are capable to literally skyrocket your sales.

Is running a business easy without connections? Hardly. An online business isn't an exception: SEO does not exist without link-building. Not sure yet? Read the next chapter and follow my directions — and you'll remember my words soon, when your bottom line explodes thanks to a smartly-planned linking campaign. Let's go!

4.1 Words for talking link building

There're some terms that I'm going to use. Good to know, even for an SEO newbie. When discussing link building we need these terms badly, to understand each other. Just like *mama*, *papa*, *give* or *take* for a baby.

First, inbound and outbound links.

Each page can have both **inbound** links and **outbound**. An inbound link is any link that points from another site to your web page. An outbound link is any link from your web page to another site.

Inbound links are also called **backlinks**, as they "link back" to you. Both inbound and outbound links are external links.

External links are those that link pages of different sites.

Remember when talking about Mr.Robot I mentioned internal and external links? And I asked you to make internal links between your web pages.

Internal links are those that link pages of your site to one another.

Also, there're incoming and outgoing links. They relate to web pages, not to websites.

An **incoming link** is any link that leads to a page. And an **outgoing link** is any link that stands from this page.

Too many link species for you? Don't worry, this will soon get settled in your mind. And you can always check this page if you can't remember what is what.

Now... connections, knowing people, steel supplies — that was a good example, right? But all these imagery aside, **what good do links do for your SEO?**

4.2 What's the purpose of links?

First of all, any link to your site can **bring you visitors**.

If your friend T-Jay has a website www.t-jay.com and you have a site www.alison.com, T-Jay can put a link on his site that leads to your web page: [visit Alison](#). Some people that come to him will see that [visit Alison](#) link leading to you, click it and come to your site, too.

So it's good to have lots of links — they're sending more people to your site.

Secondly, (though much more important for you), **Search Engines also see links**. And they not only follow links to crawl your site. They look at links as a proof of your site's importance. In terms of SEO, links work like votes. And this needs to be discussed in more detail.

4.3 Sites vote for each other

Actually, links are the main part of what optimization's about, and I'll tell you why.

In fact, each link is a vote. If **5** sites link to your site that means that you've got **5** votes. I guess you remember what I told you about Search Engines — they're trying to think like real people. So they basically think, *the more links you have, the better*.

Yes, Search Engines rely on many opinions, like real people. For instance, one of my friends is going to Rome but hasn't chosen a hotel yet. Maybe I could give him a piece of advice? I've never been to Italy, but my wife went there on business trips, and I've heard from her that she didn't like Hotel Milton Roma, but Astrid was very good — so that's what I'll tell my friend: Astrid must be good. But then he asks three more opinions, and other guys say that Hotel Astrid was disgusting, so he'll rather trust the majority and won't book Astrid either.

It's by the links that Google judges how important your site is. If many sites vote for your webpage, Search Engines think that it really has something important to offer and can be useful to Internet users. So Search Engines will show your webpage **higher in their search results pages**, thus making it **easier for visitors to find**.

Simple logic of this would look like this: I've got 1,200 links, and my competitor has 1,000. So I should be in a better position. Still it's not that easy as it seems.

Links can also have **different value**. Like anything else, links can have high or low **quality**, and due to that some of them are more trusted by Search Engines than others. And in fact, how good your links are is much more important than how many you have. We'll talk a real lot about [quality of links](#) — but I'll save the talk for just a bit later.

What you must understand well now is: it's thanks to links that you finally find your site at the top of Search Engines' results pages.

4.4 How do we get links?

Before I tell you this, let's recall that links serve two purposes.

- They send you **visitors**, or **traffic**, from other people's websites.
- They **work for SEO**: increase your position in Search Engines and let you get much more visitors through natural search.

Remember those facts about web search that I told you in the Introduction to *SEO in Practice*? Here are just some, once again:

- When Internet users look for information, services or products to buy, more than 8 out of 10 rely on Search Engines, not simple surfing.
- 85% of these searchers don't click on paid links.
- 63% of links that are naturally displayed at the top of search engines get clicks.
- Being naturally found at the top (due to SEO, not to payment) converts 30% higher (= brings 30% more money).

Here's the obvious conclusion: **it is more profitable to get links for the purpose of SEO.**

I often say "buy, beg or steal" but in fact, when you're getting links, generally there's just one parallel here: **free — and non-free**. So you can get a **non-paid link** if your page's content is really valuable and important and someone decides to link to you. Or you get a free link in exchange for something: say, a reciprocal link. And you can get a **paid link**, which's probably much easier, but is not always that good.

Here's what Search Engines believe: if you're buying a link from site A, you wish to get visitors from that site also come to your own site (like Alison was getting visitors from T-Jay). Search Engines do not actually expect that you would buy a link in order to get an extra "vote" and raise your site's rankings. Therefore, if Search Engines assume that a link is paid, they don't give it too much value, and it won't be any good for your rankings. Also, occasionally Search Engines penalize some sites if they sell links for SEO purposes.

You can mark a paid link. Read how you do this. Search Engines themselves recommend using a **rel="nofollow"** attribute in paid links. This attribute tells Search Engines not to follow and not to index a link. So if you buy a link and don't want it to be involved in SEO, make sure it includes the **rel="nofollow"** attribute.

And let me repeat this once again:

Search Engines believe in getting links to send people from one website to another. They expect that we shouldn't be buying links for SEO. But the controversy is: if you'd **buy links for the purpose of SEO, that would pay much better than if you'd buy links for visitors.**

Here's a simple example:

Say, you're optimizing for the keyword *ecards* and have a paid link from www.birthdays.com

When we estimate a site's traffic, we say that 100,000 of monthly traffic is really good. So let's think that your link partner www.birthdays.com has got really good traffic. If you've got a paid link from some site, and 5% (which is normal for a link) of these people click on your link, then you're getting 5,000 visitors.

Now — the word *ecards* is searched 19,280 times daily, which is about 578,400 monthly (according to Wordtracker keyword tool). Statistics shows that 42.3% of web searchers click on the first result in Search Engines. So if you've got a #1 placement for *ecards*, you'll be getting 244,663 visitors monthly.

So in this case your #1 placement brings you 49 times more visitors than a link from traffic-rich site — which can result in as bigger a profit.

This demonstrates that good Search Engine position results in much more traffic than a paid link. And this is why we do SEO. Sites that are getting traffic thanks to optimization pay off better than sites getting traffic through paid links.

4.5 Quality of links

As I already said, with links sites kind of vote for each other, and some "votes" are more trusted by Search Engines than others. This is what we call **different link quality**.

Like, when you ask for advice on to which nursery to take your kid, you'll better trust Maggie who's got three kids of her own, rather than Charles, who's a bachelor of 47 years, never had children and only heard about nurseries from his friends.

So here's my offpage optimization advice #1:

Always think of the quality of links you're getting.

And I'll give you tips that'll help you get only premium quality links.

4.6 Avoid link farms and FFA sites

There're hundreds of such websites that promise you SEO wonders, but I'll tell you how it all works.

FFA (Free For All) sites and link farms are pretty much alike: FFA're special sites where anyone can drop a link — and a link farm is any group of web sites that all hyperlink to every other page in the group. You can be tempted by a promise of "10,000 FFA links" and you may even really get these 10,000 links, hoping that your site will look very "popular". But instead, you get nothing but **bad neighborhood**.

If you look at the sites at link farms, you'll see most of them are spammy: they sell Viagra or show porn and so on. Google often acts like a human being: it'll think if you "hang out" with these "bad guys", you're pretty much the same. The quality of links you can get at link farms is most often so bad that Search Engines stop trusting you and may even simply kick you out of their indexes due to membership in a link farm.

Therefore, stay away from FFAs and link farms and try to build good quality links — and build them at the right pace. Sure, it takes longer to get a high quality link, but the results are worth the effort.

In the next chapter I'll tell you how quality links are built. And right now, I'll let you know, **what a good link is made of**.

4.7 Factors that make up quality links

When you decide whether you need a link from some page or not, there's a number of factors that can help you make up your mind. And these are not just things to add up to each other. You should carefully look at them, when building your links. I'll tell you about some of the most important factors **that contribute to the quality of a link**. For the convenience of us both, I'll call them **quality factors**, or **Q-factors** in this book.

Relevance of your and your partner's site

When I talk of relevance of a potential partner's website to yours, I mean how close your partner's offer is to what **you** sell. If a web site has a complementary offer, it's great to have a link from it.

Well, say you've got a *travel agency* and have a site for it. One link to you comes from a website selling detailed maps and **travelers' guides** of countries and cities, while another link to you stands on a site that sells **wallpaper**.

The first website is connected with traveling, so it's **thematically relevant to your site**, and Search Engines will value the link coming from it more. The second website is thematically irrelevant (travels and wallpaper normally don't come together). And therefore, this link won't be that trusted by Google or Yahoo!

And it's not only Search Engines who looks at the relevance of a site that links to you. People who're visitors of the website that sells *golf clubs* may be happy to click a link saying *find golf course in your location*. But if you're a *meat products wholesaler*, the habitual visitor of www.vegetarian-food.com won't appreciate the link to you.

So think of this when building your links.

Getting links from sites that are thematically relevant to yours must be your thumb rule from now on.

Right anchors

Say, I want to get high rankings for the search term *wedding ideas*. I will try to use this keyphrase in my links' anchor texts.

Let me remind you: an anchor text is the text that's the clickable part of your link. And you must use your keywords in it.

For good SEO, **anchor texts** of inbound links you're getting **MUST contain your keywords**.

Moreover, all your links must look natural. If you're getting 1,000 links, you shouldn't use the same anchors for all of them. Think: if 1,000 persons naturally put links to you, they wouldn't use the same anchor texts — people don't think absolutely the same.

This is true to check — and I did check this myself. I asked my relatives to say in a couple of words what I do. Here's just a few replies:

"You promote websites"

"You do SEO"

"You optimize sites"

"You're in Internet marketing"

"You idle about in front of computer, just like these little kids" — that's my wife's granddad, just turned 89.

So there's dozens of ways to say one and the same thing.

Normally in SEO you ask someone to put a link to you — and you suggest an anchor text yourself.

Anchor texts should be slightly different. I don't mean that all 100 links must have different anchors, but at least there should be some 10 groups having different texts.

Let's remember the table we made in the previous chapter.

Page 1	Page 2	Page 3	Page 4	Page 5
wedding ideas	wedding website	wedding dress	wedding gifts	wedding planning
wedding ideas flowers	wedding tips	wedding dresses Australia	wedding gifts personalized	wedding planes
wedding ideas pictures	wedding websites for couples	wedding dresses Sydney	wedding gifts Australia	wedding planning classes
wedding ideas Australia	wedding Australia	wedding dresses pictures	wedding gifts for her	wedding planning schedule
wedding ideas shop	wedding Sydney	wedding gowns	wedding gifts for him	wedding planning website
wedding ideas forum		wedding dresses	wedding gifts to parents	wedding planning list
wedding ideas magazine			wedding gifts and favors wedding gifts for wedding party wedding favors	

Look at the first group of keywords. Though I'm specifically targeting *wedding ideas*, I'll also use *wedding ideas flowers*, *wedding ideas pictures*, *wedding ideas Australia* and so on. Plus, you've got an even bigger list of keywords where you can take other terms to create variations.

Good context for links

Links will look more natural if they come in a natural context. I mean, text around the link should also be relevant. Want an example?

Getting married soon? Make your wedding unforgettable! Get fresh [wedding ideas](#) and plan your wedding with us!

Here the link with the anchor text *wedding ideas* is used in a keyword-rich context and appears very natural. The link is naturally built-in into the text.

If possible, choose text that will surround your links.

Also, there's such a thing as link **description**. Quite often your link will also be accompanied by a description — a short text telling what's to be found through the link.

Along with your anchor texts, vary your link descriptions every so often, too, so it looks perfectly organic to Google. Here's a small example for *wedding ideas*:

Here's an example from <http://www.catalogs.com/clothing.html> :



Don't underestimate the value of anchors and descriptions. Better spend a bit more time and put some effort into writing at least several proper link descriptions. This way, you'll not only provide more value to the human visitors, you will also make search engines rank your site higher in their SERPs, because your linking strategy will look more natural.

DO IT NOW! Write at least 5 slightly different anchor texts and descriptions, well-stuffed with keywords.

Keywords in title and body of the partner's page

That's probably another dimension of [relevance](#). Search Engines put more value to links that come from sites that have your targeted keywords in their page titles and body text. Sounds too difficult? Here's a real-life example.

When I met my wife, I not only liked the way she looked. I was pleased to find out that she also loved to hear Depeche Mode, watch Scarface and read Tom Wolfe, and hated tomatoes just like I did. You see we had a lot in common, and it wasn't a surprise to anyone that we married soon.

Same thing happens in SEO: if you are "friends" with some webpage, it's supposed to have something in common with yours.

Of course it's not wise linking to a competitor's page, though it may have plenty of keyword coincidences with yours. Still, it's possible to find hundreds and even thousands of non-competing pages.

For instance, if you sell *cats food*, and one of your keywords is *smooth-coated cats food*, you could get a great link from a webpage entitled "*Cats pictures — smooth-coated cats and kittens*".

“I have tried this out, so I would offer a slightly different take on linking to your competitors pages that have lots and lots of relevance and the same keywords as you do.

I tried this out a while back, and found the positives to far outweigh the negatives, and here is what I think I found.

I talked one of my biggest competitors to put a link to my site on their links page for a reciprocal link from my site links page.

They had conquered a no one slot in Google for several keyword phrases that I wanted to rank high in but did not as yet.

Within a week after that link exchange, I went from the second page on google to the first page, and then continued to move up to the top. I thought that the negatives of possibly losing traffic to my competitor might come into play, but surprisingly they didn't. I found that I might have had one or two customers a month that took the time to go through my links page, happened to find my competitor, and did a clickout to their site, but only after they had spent a considerable amount of time on mine.

I talked about this with my competitor to see if they were having the same results as I was, as I only detected one or two entries to my site from theirs in a months time. Sure enough they were having the same results as I was. They started moving up in the rankings on keyword phrases that I had very high rankings on, just as I did with theirs, with little to no loss of traffic that we can tell.

I am just guessing here, but I would take a guess that when someone is looking for a targeted product they put that phrase into Google, Yahoo, MSN, or take your pick search engine. Then they start visiting sites and opening them in a new tab or window. If they don't find what they were looking for, taking into consideration all the different behaviors of surfing for a product. Then I think that they simply go back to their original SE Search and go to the next site, rather than take the time to go through ones link page which has a collage of links all of which are relevant to some page on your site. That is a guess on my part though, and I won't hesitate to link to a competitor, as long as they are an established force on the search engines, primarily Google.

What do you think about this aspect of linking to a well established competitor as I have laid it out?

Thanks,
Donna”

PageRank

The next factor that influences link quality is Google PageRank.

PageRank is a patented method that Google uses to measure the relative importance of a page, on a scale of 0 to 10. Here's how Google describes it:

Here's the simple description that Google used for its PageRank earlier:

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Now on Google's page <http://www.google.com/corporate/tech.html> you'll see a new, longer explanation, though the meaning is the same.

Google counts PageRank for each separate page of a website. And if a page has outbound links, it will add a proportional part of its PageRank to each page it links to.

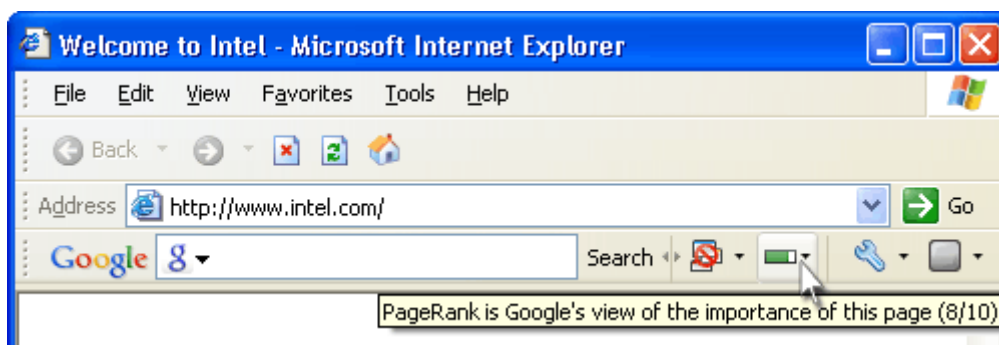
So, if a page with a high PageRank has a link to you, your page will seem to Google more weighty, and **you'll get part of its Page Rank**, too, and this'll help you get a better position in Google's results page, thus bringing you more traffic and sales.

Where can you see a page's PageRank?

To view webpages' PageRank, you need a special Google toolbar that's designed for Internet Explorer and Mozilla Firefox web browsers — it's free and installs within seconds. Just use this link to find it: <http://toolbar.google.com/>

So let's see. Install Google toolbar and load this page:

<http://www.intel.com>



The view of Google toolbar in Internet Explorer web browser

You see this green scale saying PageRank? It shows <http://www.intel.com> has a PageRank of 8. That's really much.

And **what PageRank is considered high?** Though it largely depends on the market where you compete, I'd say that generally, PageRank of 5 and above is quite a lot!

And, just because I believe anyone may be curious, I'll tell you (though you can easily check it yourself) Google itself has PageRank of 10, Apple's and Wikipedia's homepages have got 9 today — and Intel has 8. So you see, very high PageRank like this is something hard to imagine.

By the way, PageRank values change from time to time, when Google updates its PageRank — and I won't be surprised if Apple soon gets PageRank 10, like it used to have before.

Quite sure, for many reasons PageRank is far from being the sole important factor in optimization. Therefore, don't get carried away and don't make achieving a high PageRank the #1 point of your linking strategy. PageRank is just one of the many factors Google takes into account when calculating the ranking for your Website. And it's not the most vital one. Not by a long shot.

Still PageRank is rather important for organic link building. But you have to be wise and careful with it. Look at this example:

If ten of your incoming links carry the PageRank of 5, six links have a PageRank of 4, and the remaining 50 have PageRanks of 0 to 3, this looks all natural and dandy. However, if all ten of your backlinks have the PageRank value of 5, Google may frown on this and devalue all these links.

Why? Because when sites put links to you because they want to, not because you asked them to, it's hardly possible that all of them have the same PageRank. Google has similar logic — it doesn't look natural if you've got links from ten PageRank 5 pages. What it does look like is that you simply went ahead and purchased ten high PageRank links pointing to your site. Even if you didn't, Google may still think you did and devalue them, so be warned.

Remember we're trying to make our link growth look natural. And in the natural scenario, the PageRank values of the sites that link to you are usually different. So firstly,

Try to be getting links with different PageRank.

And secondly, here's a rule that I devised from my own experience:

Not more than 15-25% of your incoming links should have a PageRank of 5 and above.

Does Google PageRank change? How often?

Yes, Google PageRank changes — and it changes constantly. But it's only Google who knows real PageRanks for sure. And, Google exports its PageRank values to Google Toolbar now and then. So what you know now isn't necessarily the real PageRank that Google knows.

A big SEO guy Bob Mutch would have a lot to tell about Google PageRank. He has recorded all [PageRank updates](#) till February, 2008 that were visible on the toolbar. Check it, if you want to know how often the toolbar values changed (but there's no strict system though).

Is PageRank leak true?

Many clients ask me: "If I have a lot of outbound links, they're getting part of my PageRank. Does this mean my PageRank is leaking away from me to others?"

Nope.

If you link to other site, that site gets an add-up to its PageRank, and this add-up is proportional to the PageRank of your own site. But your PageRank still remains yours — noone's taking it away from you. This is too much of mathematics but basically, though a slight PageRank leak exists, it happens for other reasons buried deep in what I call "Google science" — and you won't be even able to notice this tiny leak.

These PageRank talks can be endless. If you want to ask more, send your questions to dan@seoinpractice.com **dan [at] seoinpractice [dot] com**

— and I'll try to answer them.

DO IT NOW! Install a Google toolbar and check how big your Google PageRank is.

How many outbound links a page has on it?

As I told you before, a webpage that has outbound links (i.e. links to pages outside its website) gives a proportional part of its PageRank to each of the links (putting it simple). Therefore, it's useful to know how many outbound links the page has — so you can know what to expect if you get a link from this page.

For instance, just yesterday I was looking at two pages. The first one belongs to a well-known desktop applications developer. It's got PageRank 5 and has about 200 outbound links, so each link gets PageRank 0.025 part of the possible maximum value (divide 5 by 200 to count). And, another page is a software forum that has PageRank 3 but only 15 outbound links on its homepage, so I've got a chance to get **0.200** of the maximum possible **PageRank** from it, which is much better than **0.025**.

(All these figures and calculations are relevant and I only provide them for the example. Google's formula for PageRank distribution is more complicated than just dividing it between all links.)

I believe now you see it's always wise to look at **many** factors and count real figures before choosing where to get links from.

Age of site

Search engines trust older sites more, so when you're getting a link, it's good to look at the site's age.

When I say "old site" I mean a site that is 8 or 10 years old — but that's an ideal. The most important point here for you to know is: sites less than 1 year old are considered very young.

Quite naturally, young sites must prove themselves before they can start ranking for much of anything important. And well aged sites are largely respected by Search Engines.

Link popularity of the website and the webpage

That's what you're trying to achieve in fact, too. Link popularity is the authority that comes due to having a lot of websites link to you. If an authority page links to you, this link will be more trusted by search engines.

So it's good to know how many sites are linking to the page you're getting a link from.

These were the main points that help you judge on the quality of a potential link. Of course, there are much more things to look at, though some of them are not as crucial as these Q-factors. Here's a big list of [things important for the quality of links](#).

Some of the factors I just talked about depend on you, like anchor texts and description, others only depend on your link partners (use of keywords in the title and body text of their page), and some, like Page Rank, are "closed territory". Still all of them make sense to know and check, before deciding which links to get, or even which links are worth paying for.

So as you see, Search Engines' voting system has nothing to do with equality, and you have to take this into account when building links.

4.8 Grow your links regularly and at a natural speed

I already made a mention of this before, when talking about link farms — remember? But here it is again:

Grow your links at the right pace.

Let's think: normally sites do not get thousands of backlinks overnight. It doesn't happen that often that crowds of people all of a sudden put links to you, all within a day or two. As this doesn't look natural, Google may pretty well frown on this.

All right, you may think *But why do these link farms still exist, maybe it's not that bad at all?* Hm... read what happened with my friend's website. He was selling *snowmaking equipment*. The competition there isn't severe and after doing simple on-page optimization and arranging a couple of links he easily got a #5 place in Google for the keyphrase *snow blowing machine*. Sure, he wished to get higher — and he went to those link farms. Mitch got about half a million links one day, and some hundred thousand more next day. I mean, he practically got them all at once. And — instead of the higher rank he expected he got... what do you think? Lowered in ranking? Not that simple. Totally dropped from top 10 results — for quite a long time! Sure this was a bad lesson.

Therefore, do NOT get thousands of links pointing to your website all at once. If you do this, you are asking search engines for trouble. Better increase the number of your backlinks gradually. For instance, raise the number of backlinks you get slowly but surely, by 50 to 100 links a week. This helps you stay in the clear and build your links the natural way.

Moreover, it's better to be getting links regularly, without long breaks. For instance, it's better to get 300 links each week than 3,000 links today, and then nothing for the whole month.

4.9 Look where the link can be placed

Links can sit on different pages of a website, and this makes surprisingly big difference for how profitable a link is. Let's talk about this.

Sitewide link

Some sites will place a link to you on each page of the site — and this link is called **sitewide**. As a rule this link will look the same on each page and will be sitting on the same place of each page.



...



...



...

Example of a sitewide link (the same link sitting on different pages of a website)

A sitewide link has good potential to bring you traffic — as it can be found on every page, the same user will see the same link numbers of times. Sure, this makes bigger chances that sooner or later, the link will get a click.

And sitewide links can bring huge SEO value — if someone puts a link to you (presumably naturally and free) on all of their site's pages — this means the site owner trusts you a lot. So Google will also trust you much.

When I say sitewides bring **huge** SEO value, I mean it. And the thing is, sitewide links are so weighty that it's hard to get them for free. They often get sold. So when you're thinking of getting a sitewide link, be ready you'll most likely need to pay for it.

Still here's the flip side of the coin: if Search Engines assume that your sitewide link is paid — they might not take it into account when deciding where to rank you.

So with sitewides, you should be careful. By the way, if you're getting them for traffic only, then you can use the `rel="nofollow"` attribute in the links.

I believe you may be getting a sitewide link for SEO, too, and it may look suspicious to Search Engines. To stay safe, sometimes it's good to find a site that recently put sitewide links to someone else. I mean, if you see that some person has a sitewide link and is OK with it — why not get one from the same site as well?

Link from a homepage

You can get a link from a site's **homepage**, that is, from the main page of the site (URLs of these pages end with the domain name — .com, .org — or .de etc.), for instance www.somesite.com

A link from a homepage has a lot of value, too, and it'll hardly look suspicious to Search Engines (like sitewide links do). If you have an inbound link from a PageRank 5 homepage, this is a big add up to your rankings — and looks quite natural.

Link from an inner page

A link can also stand on an **inner page** — any page deeper than a site's homepage.

Its URL looks like this:

<http://www.mysite.com/innerpage.html>

or like this...

http://website.example.org/so_many_pages/here_we_go.htm

A link from a deeper page is not so valuable as, say, a link from a homepage. But if a homepage has a PageRank of 6, part of this will definitely pass to the inner page that's linking to you — and in turn, you'll also get part of its high rank.

Moreover, some inner pages rank very high themselves — so they can be really good. And, as links from deeper pages are not tremendously weighty, you will get these much easier than links from homepages or sitewide links. So don't waive the idea of getting links from inner pages.

4.10 Ways to get links

As I already said, there are ways to get links. And though new trends pop up in Search Engine marketing, as in any other sphere (for instance link baiting and viral marketing — we'll talk about this later), still thousands of webmasters and SEOs use the old good way to grow their site's ranking — **link exchange**.

That's the simplest and quick way to get hundreds and thousands of inbound links. If there're **many** of these links and they come from **good quality** partners, they're able to push rankings high — and you'll see this with your own eyes!

You think we SEOs are like kids — giving one thing in exchange for another? Yeah, I know, just like our kids exchange soccer cards or like when I was 6 or 7, I gave a silver button to Billy, a boy that lived next door, to get his bow and arrows. By the way, Bill now owns an online betting — and guess who helped him get it to Google's top 10?

My son Mike (the big economy mind of the family:)) asks me quite often — why not just buy links? *Hey guy, I say — it's easy to pay — and you think Google doesn't know this? The real value here can't be traded.*

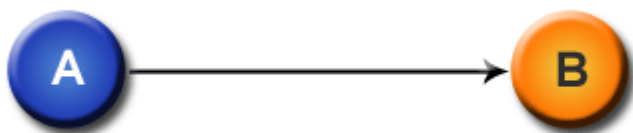
So come on, join our childish SEO games and see how they will bring you very adult money.

Link exchange is easy to understand and simple to do: you ask someone to put a link to your site somewhere on their pages, and they ask you to put a link from your page to their site, or some site other than yours. There're several patterns of link exchange. Let's look at the most common of them.

One-way linking

Your linking partner A only links to you (B), and you're not connected through any other links. This kind of links is the most reliable, and they're trusted a lot by Search Engines. Later in this book, I'll tell you why.

One-way links're not that easy to get. There're places, though: directories, forums, blogs, and other social media. But let's save this for later.

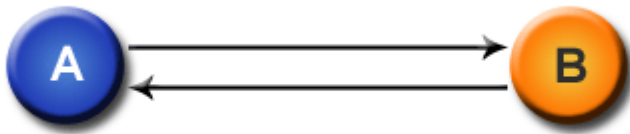


One-way linking pattern

Reciprocal two-way links

Simple: you've got website A, and your partner has website B. You both have got pages of considerably the same quality, so it's equally beneficial for both of you to link to each other.

So a page of site A has a link to a page of site B, and a page of site B has a link to a page of site A.



Reciprocal linking pattern

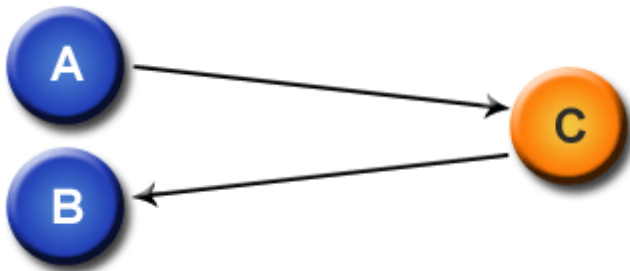
Sometimes Search Engines frown on reciprocal links — they suspect that you really got a link like this in exchange. What happens if a Search Engine sees a two-way link? There're two options:

Option 1: Nothing happens. Google sees that you and your link partner have reasons to put links to each other, as your sites' topics are relevant: for instance, you sell *garden equipment* and your partner offers *garden plants*.

Option 2: Search Engines ignore both links. Still that's not really much to worry about. You're still getting visitors through this link. And, as sites may have hundreds of reciprocal links, it won't spoil you rankings much if a couple of them are ignored.

There are also some schemes that don't look suspicious to search engines but also, they are harder to organize. Here're some of them.

Three-way links



Three-way linking pattern

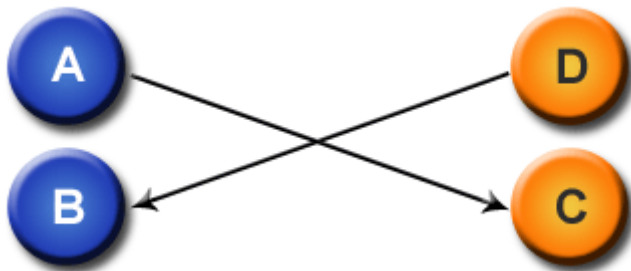
Sites A and B belong to Joe, and C belongs to Betty, and they agree to link to each other this way: A links to C and C links to B. This way, Joe promotes his site B thanks to his another site A, and practically gets a one-way link from Betty's site C.

Or — I have site A, Joe has B, and Betty C. Joe and Betty don't know each other, and I know both. So I say *Betty, I'll link to you if you link to Joe*. And I tell Joe that Betty will link to him if he links to me. This way, each of us gets a suspicion-free one-way link.

Four- way links

Soon after we got married with Linda, her cousin married my elder sister. I'd call it four-way linking: a representative of the Richmonds (that's me) tied the wedding knot to a Mayes (that's Linda). In return, one of the male Mayeses (Linda's cousin, also Dan) won the heart of a shy Richmond girl (who was my sister Tanya).

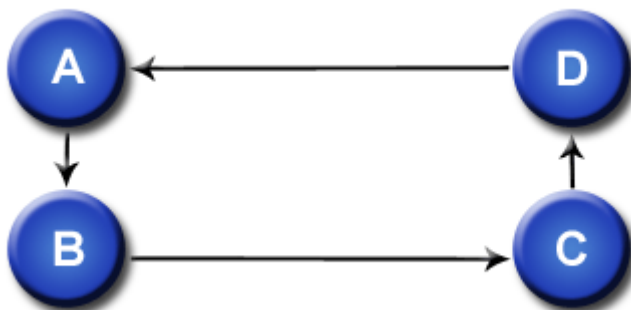
If that were about websites, this would look like this: the Richmonds own sites A and B, and the Mayeses have C and D. It's called 4-way linking when Richmonds link from their A site to the Mayeses' C site, and the Mayeses put a link on their site D that leads to the Richmonds' site B.



Four-way linking pattern

Links ring

Four sites A, B, C and D form a so-called link ring. Well my sweet family can't demonstrate this case — so I'll pit it simple: site A links to site B, B to C, C to D and D to A.



Links ring

One-way linking looks most natural to Search Engines — as this way sites often get links for good contents. And you already know that this is what Search Engines like. So if you have lots of one-way links, Search Engines will believe that many other sites link to you because your site has something very interesting to offer — and not because you're optimizing it.

Still reciprocal links remain one of the most popular ways to get backlinks. Most SEOs rely on reciprocal link-building to increase websites' rankings, for many reasons. First of all, reciprocal links are the easier of all to get. Many sites are eager to exchange links, while not many are generous to put one-way links to you. Plus, Google won't frown much upon good thematically **relevant reciprocal links**.

We already had similar examples (like those with the vegetarians). If you sell *cats food* and exchange links with a company that imports *power plant equipment*, these links will look suspicious to Search Engines. But if you put a link from your *cat food* web page to a *dog food* site — you must be fine.

So reciprocal links can also be different. And **good thematically relevant reciprocal links can be powerful to increase your ranking**, especially if your site doesn't rank very well right now. And, like most SEOs, while promoting your site, you'll also resort to reciprocal linking very often.

For Search Engines it's harder to discover 3-and 4-way linking schemes and links rings. So they look very much like one-way links to Search Engines, and can have the same value. But sure, you'll see they take more time to get.

4.11 Summary

I'm not going to talk much. To sum up what you just read (and that's what I believe you already remember well):

- With links sites "vote" for each other — and Search Engines look at these votes.
- Quality of links is much more important than their quantity.
- You can get links for free due to outstanding content or in exchange for another link — and you can also buy links.
- Among all kinds of links, reciprocal links are the easier of all to get.
- Links can sit on all pages of a site — and they're called sitewide links, and they can also come from homepages and inner pages of a site.

You've also learnt how to judge on the quality of links and how to choose the right anchors for your links.

And believe me, that's quite enough to start getting big amounts of really good-working links — and this is what we're going to do next.

4.12 Quiz

1. What's a reciprocal link?

- a link that your potential partner refused to put to you
- a link that your partner put to you because you also link to him
- a link that you put from your site A to your partner's site because he links to your another site B

2. What's the rel="nofollow" attribute for?

- It marks a paid link so that Search Engines know where to search for the price.
- It makes a link invisible for people - and only keeps its SEO value for Search Engines.
- It tells Search Engines not to take the link into account, when they decide on a page's ranking.

3. Which of these factors is **not** important for the SEO value or quality of a link coming from a webpage A?

- how many outbound links page A has
- how many inbound links page A has
- how many rel='nofollow' links page A has

4. What's a **sitewide link**?

- a link you see stretching from the left to the right side of your computer display
- a link that a multiple sites' owner puts from all of his sites to another site
- a link that stands on each page of a website

5. Your website sells *kids' clothes*, and you're buying a link from a site that sells *baby food*. What anchor text will be right for this link?

- baby food

- kids' clothes
- click here

6. Where can you see a page's PageRank?

- in the special scale of Google's toolbar
- in Yahoo! directory
- in a webpage's sitemap

7. Why is it not recommended to get too many links at a time?

- Search Engines cannot process too many links at once and won't see them.
- This may look suspicious and spammy to Search Engines.
- Search Engines only allow getting 300 links per week.

8. How often does PageRank change on Google's toolbar?

- every two months
- constantly
- there's no strict system or rule known

9. You're choosing a web page to get a link from. Which of these could be better for your own page's PageRank?

- Page A has a PageRank of 5 - and 78 outbound links
- Page B has a PageRank of 5 - and 10 outbound links
- Page C has a PageRank of 4 - and 78 outbound links

Chapter 5: You scratch my back, I scratch yours: exchanging links.

I hope all that teaching stuff I was forcing into your head in the previous chapter is still in there. Just in case, here's once again what I explained there and what you can review any time you need:

- Inbound, outbound, external and other kinds of links.
- How to choose only high-quality links?
- What are numerous ways to get links?
- Why you needn't hurry when growing links
- Where on a website a link can be placed

and many smaller things.

Soon you'll see that all I told you is a big MUST to know — and a big help after all. You put all you know to use — right now, as we're starting to build links. And this chapter will give you all necessary guidance for a brilliant link-exchange campaign. Here's what you'll find here:

- [5.1 Nine vital steps to exchange links](#)
 - [Option 1: No cost link management by hand](#)
 - [Option 2: Link building at ease — your personal LinkAssistant](#)
- [5.2 Your quick and sure ways to find outstanding link partnerships](#)
- [5.3 Make brilliant link directory that perfectly fits your site](#)
- [5.4 Be personal with hundreds of site owners — and be quick!](#)
- [5.5 Record keeping? Yaaaaawn...](#)
- [5.6 No one's gonna cheat you: verify your links](#)
- [5.7 When does it start working?](#)
- [5.8 Summary](#)
- [5.9 Quiz](#)

Quite often you'll hear from some know-it-all guys that link exchange is old-fashioned and that it doesn't work. Some even say it may be harmful. Well I've got the proof that other smarter guys are enjoying top rankings in the meanwhile, largely **thanks to link exchange**.

Want some facts for proof? Here's just a couple of examples.

The site ranking #1 in Google for the term with a 2 million competition *free ecard*:
<http://www.123greetings.com>

The # 1 website for *house designs* (competition 2,330,000):
www.architecturalhouseplans.com

The top website for *baby books* (competition 29,400,000):
www.baby-memory-books.com

These guys and thousands of other successful websites have well-developed link exchange programs and offer other site owners to exchange links of all kinds: text, images or flash. They've got their own link directories, special sections for link partners, and they work a lot with link exchange.

Pretty sure a top ranking site wouldn't risk its rankings with an unsafe technique, right? Besides my own experience, and experience of numbers of other successful SEOs shows that link exchange is by far the **most reliable way to move up in rankings**, especially for young sites.

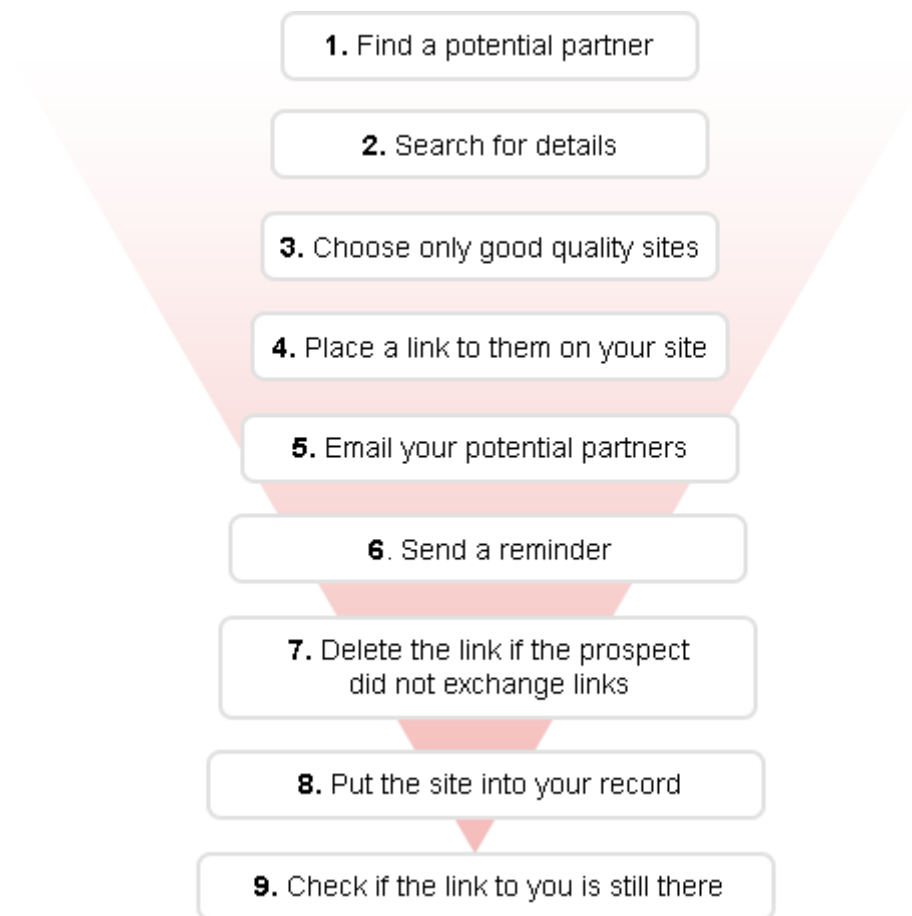
Therefore, don't trust a word of guys saying link exchange is bad. The only way it can be harmful is when you're swapping links with a lot of irrelevant, abusive sites in a link farm — and I'm sure you're smart enough not to do that.

So all doubts aside, **link exchange works**, and I'm going to teach you **how to make it work for your own website**.

Not long ago, I told you about the many link patterns that exist ([Part 4.10: Ways to get links](#)). When I'm talking about link exchange, I mean that you can arrange not only reciprocal two-way links, but three-, four-way links etc., and link rings as well. It all depends on how smart you want to be :)

5.1 Nine vital steps to exchange links

Here's a typical workflow for setting up reciprocal links and other link patterns:



9 link-exchange steps

As ever, I'll tell you first how to go through all these steps slowly by hand. After that I'm gonna teach how to speed up all link building tasks and make your work more efficient with a couple of smart tools.

But even if you're going to stick with the build-links-rocket-fast advise, you'd better read what's under option 1. Without doubt, what I tell there won't be an unnecessary load for your brain.

Ready?

Option 1: No cost link management by hand

What do you need to make each link building step by your own means? Let's see...

Step 1. Find a potential partner

Remember I told you — **you need relevant partners.**

The easiest way to find link partners whose sites are related to yours is to search in Google for your keywords and similar phrases. Google will come up with a list of websites, and some of them might potentially link to you.

For instance, if you sell *pets food*, you might search for *dogs* or *cats for sale*, *dog shelters*, *how to take care of dogs*, *cats exhibitions* etc. — all sites that you'd find could be your link partners.

Therefore, go to Google to search for keyword combinations using your keywords. Think of possible spheres where sites may get interested in putting links to you. Check the sites you found — you should try getting links from some of them.

Don't forget to start a new Excel list to keep record of each partner. Enter the sites you just found, one per line (like I did in the sample list below).

	A
1	Partner URL
2	http://www.amenta.com
3	http://www.ianswebdesign.co.uk
4	http://www.aspiresoftwareintl.com
5	http://www.tnprod.com
6	http://www.tabernae.com
7	http://www.seosoftwarereview.com
8	http://links.e-xpress.ca
9	http://www.hitsbetter.com
10	http://www.accesstechnologyindia.com
11	http://www.webflare.com
12	http://www.1234-find-web-designers.org
13	http://www.revboard.com
14	http://seo.zunch.com
15	http://www.fluxservices.com
16	http://www.seovalley.com
17	http://www.searchoptimizationservices.com
18	http://www.acorncomputers.com
19	http://www.clemex.com
20	http://www.web-marketings.com

Example of a partner list in Excel

All you need for this step is Search Engines and a couple of free hours — so that's not a big prob I guess. Of course there're other ways to look for link partners — but they might take you ages to go through. So if you don't want to turn grey looking for links, either just search in Google like I told above, or [check how software](#) lets you do that in six different ways — and fast.

Step 2. Search for details

You need to check at least those most important **Q-factors** I was talking about before (check Chapter 4.7: Factors that make up quality links), that help you decide on the quality of links from prospect websites.

OK, that's not that easy but still manageable. Open the pages where I enumerate [link quality factors](#), go through all of them — and mark all results in the Excel spreadsheet that you started.

Here's just an example of what columns you might have (all figures are imaginary!)

	B	C	D	E	F	G	H
1	Partner URL	Relevance	Keywords	Domain PR	Outbound links	Google Popularity	Age
2	http://www.amenta.com	+	+	2	42	835	1 year 2 months
3	http://www.ianswebdesign.co	+	+	4	178	23567	5 months
4	http://www.aspiresoftwareintl.com	-	+	2	23	3456	1 year 4 months
5	http://www.tmprod.com	+	+	3	142	3367	2 years 2 months
6	http://www.tabernae.com	+	+	5	13	98402	8 months
7	http://www.seosoftwarereview.com	+	+	6	36	452753	1 month
8	http://links.e-xpress.ca	+	+	3	56	76234	1 year 3 months
9	http://www.hitsbetter.com	-	+	2	3	55242	1 year 4 months
10	http://www.accesstechnology.com	-	+	0	44	567	4 years 7 months
11	http://www.webflare.com	-	+	5	67	23507	7 years 1 month
12	http://www.1234-find-web-design.com	-	+	2	23	708	1 year
13	http://www.revboard.com	+	+	2	2	2567	3 years 5 months
14	http://seo.zunch.com	+	+	5	46	487935	7 months
15	http://www.fluxservices.com	+	+	2	18	676	7 months
16	http://www.seovalley.com	+	+	4	205	26748	1 year 5 months
17	http://www.searchoptimization.com	+	+	3	14	67924	8 years 4 months
18	http://www.acorncomputers.com	+	+	2	97	34696	2 years 7 months
19	http://www.clemex.com	-	+	2	76	238	1 year
20	http://www.web-marketings.com	-	+	2	78	2356	4 years 2 months
21	http://www.recsolutions.com	-	+	0	36	735	4 year 8 months
22	http://www.cfmenterprises.com	+	+	0	19	564	11 months
23	http://www.printer-ink-cartridge.com	-	+	1	26	3472	5 months
24	http://www.radiantsw.com	-	+	4	94	682	2 months
25	http://www.logodesignworks.com	+	+	2	116	6497	1 year 7 months

Example of a partner list with Quality Factors marked

Step 3. Choose only GOOD QUALITY, complementary sites.

Analyze the sites you found using all the factors that're important for link quality — and decide which of them will be useful to you.

As any of the choices we make every day, we have to choose link partners smartly.

Like when I was in Santana Row for a pair of black shoes, I didn't buy the first pair I saw. At least they have to be Size 11 width EX. Then do they match my suite? Does the leather look as it'll wear long? Does my wife Linda like them after all :) This all seems to matter.

Look at your potential partners like you'd look at a pair of shoes and decide if that's exactly what you need.

Step 4. Place a link to them on your site

Of course you could write to these partners right now, and ask them to give you a backlink. You could offer a link **in exchange**. And if you give them this link **before** you ask them for a link back, your chances for a backlink at least double.

Therefore here's the hint: **before asking your potential partners for links, place good links to these partners on your site.**

How do you do this? First, get a page from your web server, then edit it and insert the necessary HTML code for links. After that, save the page and upload it back to your server via FTP. Most likely it's your webmaster who will do this job for you. If not, then of course there's [software](#) to do all the work easily — and I'll tell you about it just a bit later.

Try to use appropriate anchor texts and descriptions that your partners will like — and that're close to your site's content, too.

Step 5. Email your potential partners

Only after you've placed a link to them, email the owner of the site a short, friendly note. Tell them you've linked to their site, giving them the URL of the page where you've placed your link — so that they could check it. Ask for a link back to your site, suggesting a page where the link would be appropriate.

My recommendations on writing emails to potential link partners

If possible, address him or her by name. Don't write too much or too little. You can genuinely praise something on the site — say, the product or service it offers. And say a couple of words about your site and why link exchange will be beneficial for the both of you — this helps you look more personal and trustworthy to the siteowner.

Here's a sample email that an imaginary Zack Wilson, webmaster of www.pizza-online.com could send to an imaginary Tom Anders, owner of www.food-online.com.

Hi Tom,

I see you're doing great job with this site: www.food-online.com. And I believe we could link to each other — for the benefit of us both.

Here's my website: www.pizza-online.com. I am only linking to related websites like yours, so that all links are relevant.

We've already placed a link to your web site along with a description at our site on the www.pizza-online.com/links-page/ page, which we encourage you to check for accuracy.

If you are interested, please use on your site the HTML code from here:

```
<a href="http://www.pizza-online.com" title="Order pizza online in your current location, all around the world!"> <Pizza Online Worldwide> </a> <br> <Order pizza online in your current location, all around the world!>
```

After giving us a link, please send us a confirmation email at zach.wilson@pizza-online.com. Please mention the URL where you have given us a link so we can confirm it.

Please note that if you don't place a reciprocal link to us somewhere on your site within a week, the link to your site will be removed from our directory. Please link to us using the code above, and let us know where we can find the link.

Best regards,
Zack Wilson,
zach.wilson@pizza-online.com

However this is just a sample, to show you the main points that are good to mention in an email. And you'd better write something in your own words. I'm sure you've got your own tricks to convince people into doing you a favor.

Now you've got an idea of how to offer someone to exchange links — and use maximum chances to get a link back. And let me repeat once again, as this is really important.

Be personal when you email potential link partners.

Step 6 (optional). Send a reminder

A week later, if there's been no reply, it's good to send a brief, polite reminder. It's easy for emails to be lost or overlooked. A link from a good site is a very valuable thing — so don't lose it just because you weren't noticed the first time.

This step is optional though — if you think that you got no reply because these partners simply aren't interested in link exchange, you may decide not to send reminders at all.

Step 7. Delete the link if the prospect did not exchange links

If you're still not getting a reply, or your potential partner refused to exchange links, remove the link to their site from your web page.

You'll need to get the page from the server and remove unnecessary links from the page's code. After that save this new page and upload it to the server. Again, most likely your webmaster will be doing this for you.

Step 8. Put the site into your record

Keep record of sites you've linked to and requested links from. Put down who you've contacted and who you haven't yet, who agreed and who refused to link to you and so on — as you'll be getting down to these records all the time. With hundreds of link partners, you may easily send two emails to the same person by mistake, or forget to send a couple emails — so keep records to avoid this.

And sure, it's crucial to know where a link to your site stands. When your link partners reply, they normally let you know where they put a link to you. So keep this information in your records, too.

Here's an example of an Excel sheet with such records:

	A	B	C	D
1	Partner URL	Email Address	Status	Backlink Page
2	http://www.amenta.com	link@amenta.com	Links back	http://www.amenta.com/friends/seo.htm
3	http://www.ianswebdesign.co.uk	mail@ianswebdesign.co.uk	Links back	http://www.ianswebdesign.co.uk/links.htm
4	http://www.aspiresoftwareintl.com	tech@gsoftware.com	Links back	http://www.aspiresoftwareintl.com/links.htm
5	http://www.tmprod.com	info@tmprod.com	Links back	http://www.tmprod.com/partners/links.htm
6	http://www.tabernae.com	links@tabernae.com	Links back	http://www.tabernae.com/links_lb.asp
7	http://www.seosoftwarereview.com	RLP@seosoftwarereview.co.uk	Email Failed	
8	http://links.e-xpress.ca	LinkManager@e-xpress.ca	Email Failed	
9	http://www.hitsbetter.com	info@hitsbetter.com	Email Failed	
10	http://www.accesstechnologyindia.com	manmeet@accesstechnologyindia.com	Email Failed	
11	http://www.webflare.com	links@webflare.com	See Email	
12	http://www.1234-find-web-designers.com	design@1234-find-web-designers.com	See Email	
13	http://www.revboard.com	listings@revboard.com	See Notes	
14	http://seo.zunch.com	links@zunch.com	Send Email	http://seo.zunch.com/search_engine.htm
15	http://www.fluxsenices.com	support@fluxsenices.com	Submit Form	http://www.fluxsenices.com/resources.htm
16	http://www.seovalley.com	savar.khan@seovalley.com	Submit Form	http://www.seovalley.com/useful_sites.htm
17	http://www.searchoptimizationservices.com	hosting@flyingmountain.com	Submit Form	http://www.searchoptimizationservices.com
18	http://www.acomcomputers.com	support@acomcomputers.com	Refused	
19	http://www.clemex.com	eric@clmex.com	Refused	
20	http://www.web-marketings.com	jenny@web-marketings.com	Refused	
21	http://www.recsolutions.com	miguelc@imagon.com	Refused	http://www.recsolutions.com/links26.htm
22	http://www.cfmenterprises.com	miguelc@imagon.com	Links back	http://www.cfmenterprises.com/links26.htm
23	http://www.printer-ink-cartridges.info	links@printer-ink-cartridges.info	Links back	http://www.printer-ink-cartridges.info/pr
24	http://www.radiantsw.com	links@aalpha.net	Links back	http://www.radiantsw.com/web-design.htm
25	http://www.logodesignworks.com	directory@logodesignworks.com	Links back	http://www.logodesignworks.com/direct

Example of a partner list with remarks

Step 9. Check if the link to you is still there

You see, that's sad but true — some guys try to cheat: they put a link to you, send you a report saying *"Thanx, here's a link we put on our page, and here's the page where we put it..."*. And then in a couple of weeks the link's no longer there — those guys simply removed it (or used other nasty tricks I'll tell you about later), thus they have a one-way link from you — and you're doing SEO charity.

So to make sure noone's leading you a dance, look in your records **each week** or so and check your partner's pages where they should have links to you. You can check each link by hand, or [get some software](#) that's verifying links rocket-fast and helps avoid all possible link cheating traps.

Pretty much that's it — doesn't sound too hard, right? Quite time-consuming though, but the algo is a simple win-win: you find a good site, link to them from your site, and ask them to link to you in exchange.

DO IT NOW! Start from looking for new partners and go accurately through all link building steps. I know it seems like some of them can be avoided, but if you want maximum results for your efforts and time, don't miss a single one of the 9 link building steps.

If you've got a new site, it's good to get at least 10–15 reciprocal links each day — this makes you link building look natural to search engines. When doing this, never overlook these steps — they're necessary to run through, with each link partner.

How fast do links grow?

Maybe that's a bit disappointing, but links don't grow as fast as mushrooms.

Here's a typical SOS email I often get from owners of new sites:

Hi, Dan.

I've been trying to exchange links with some good sites, as you SEOs always advise, but ever since I started two weeks ago, I don't seem to have gotten more than a dozen links (and those are poor ones not even near as good as I'd wish).

Seems like achieving a high PR through linking to other websites is a chicken and egg situation surely and, as I suspected, Webmasters are telling me, you cannot be linked to a website if you don't have a high PR rating and you don't get a high PR rating unless you're linked to the websites so what is the use of link exchange?

Ouch... does this situation sound familiar to anyone? To me — YES. Link exchange is a win-win, so you need to **have something to offer**, to get a link back. What's this "something"?

Of course this can be a **high Google PageRank**, or **good traffic flows** — but the #1 thing that should matter is **content**. If your site has useful content that might be valuable to the visitors of a Jack's site, the Jack might pretty well link to you — why not?

And don't ever get desperate at the very start. It's never easy for a new website, but as soon as you get over the beginner's challenge, you'll be surprised at how fast you gain speed. I know the 9 steps may look to you now like a long walk, but as ever, there are ways to make any job faster and easier. This time, software's at your service to make link-building as easy as winking.

There's a brilliant SEO tool that was specially designed for link-building campaigns: [LinkAssistant](#). That's the #1 choice of thousands website owners from all over the world — and they all say this program makes SEO tasks easy-to-do even for the most non-savvy guys.

I use it for my link building, too, and here I'll tell you how you grow your links and manage your link-building campaigns with the software without the usual effort. But even if you're not planning to use software, read the next pages and you'll learn a lot of useful stuff about link management.

So let's [download LinkAssistant](#) and get started.

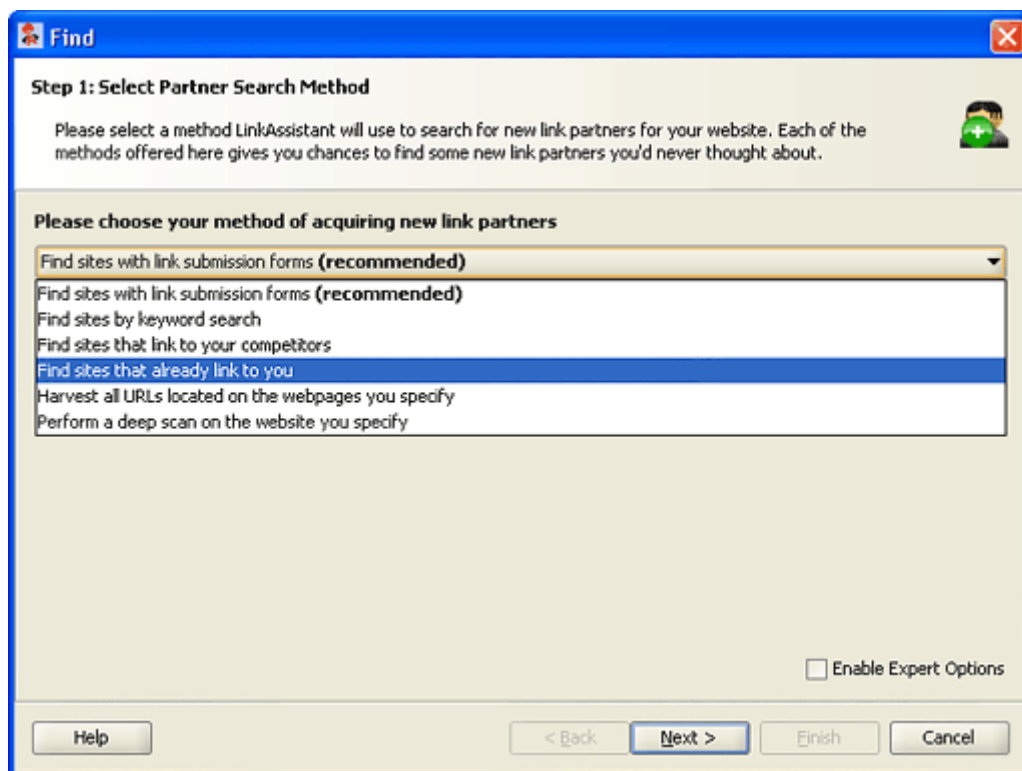
Option 2: Link building at ease — your personal LinkAssistant

Honestly, I don't know a single person who'd do all link building tasks by hand these days. People save their time for better things, while activities like partner search or link verification have become a no-brainer with the right software at hand. Today LinkAssistant is the most up-to-date SEO tool for link management that you could find on the web. And if you're ready to check out what's quick and efficient link building, I'm gonna teach you how to use LinkAssistant the best way.

5.2 Your quick and sure ways to find outstanding link partnerships

Step 1. Find potential partners for your site

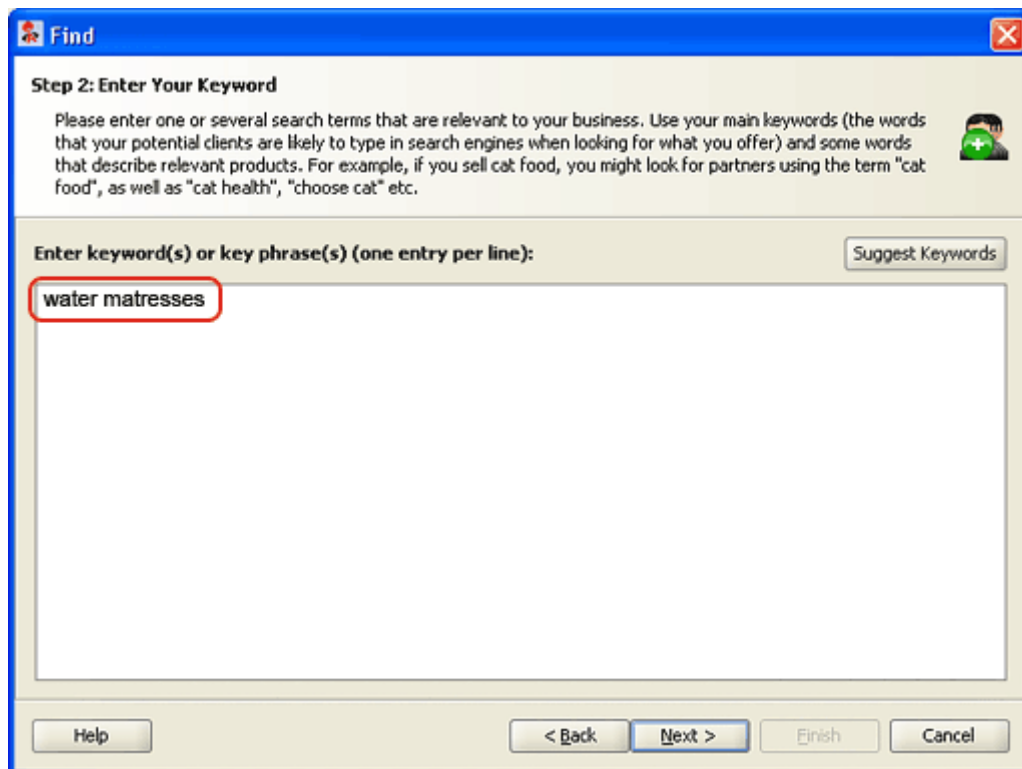
Just like in the 9-step algo I described, your work starts with looking for new partner websites. LinkAssistant is rich to offer you six different ways to look for link partners. Let's look closer at each one.



Partner search methods in LinkAssistant

I'd start from the first option: Find sites with link submission forms. Why? Because if a site has a link submission form, the owner is definitely interested in link exchange. And chances are huge, you'll get this link. Though it's still possible that they'll refuse to give you a backlink, this way of searching for links is a perfect fit for young sites that are just started.

On the next step LinkAssistant asks you to enter some keywords. Save your time and effort, enter at least one keyword related to your business, so that the tool doesn't offer you to link to irrelevant websites.



Find

Step 2: Enter Your Keyword

Please enter one or several search terms that are relevant to your business. Use your main keywords (the words that your potential clients are likely to type in search engines when looking for what you offer) and some words that describe relevant products. For example, if you sell cat food, you might look for partners using the term "cat food", as well as "cat health", "choose cat" etc.

Enter keyword(s) or key phrase(s) (one entry per line):

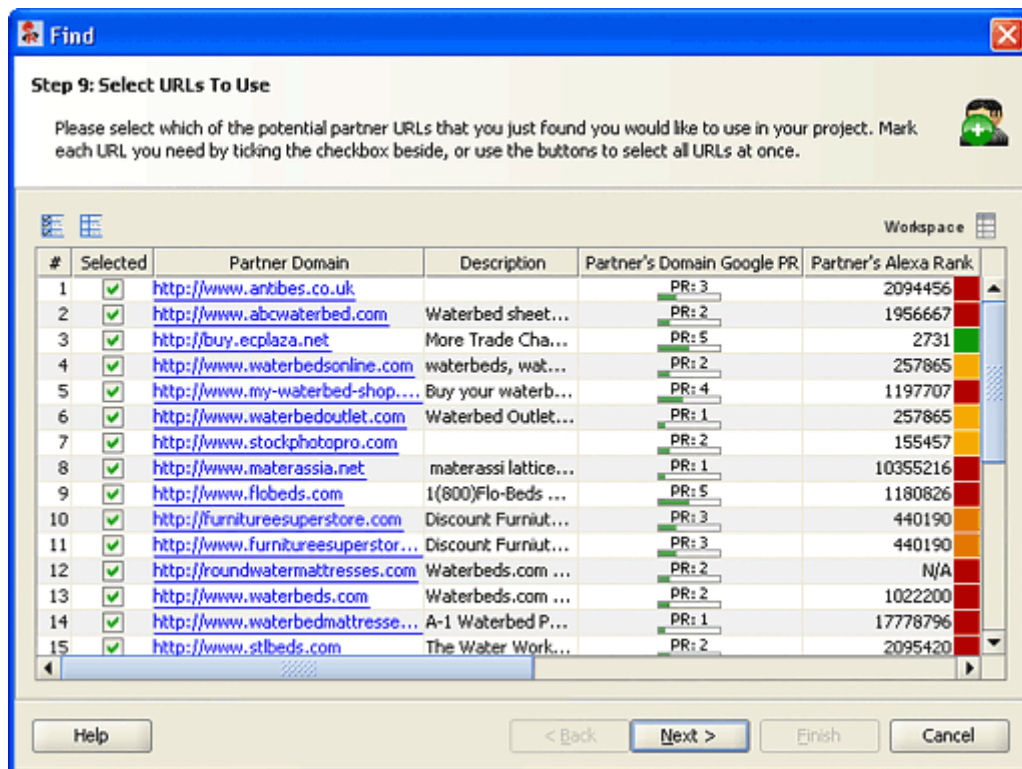
water mattresses

Suggest Keywords

Help < Back Next > Finish Cancel

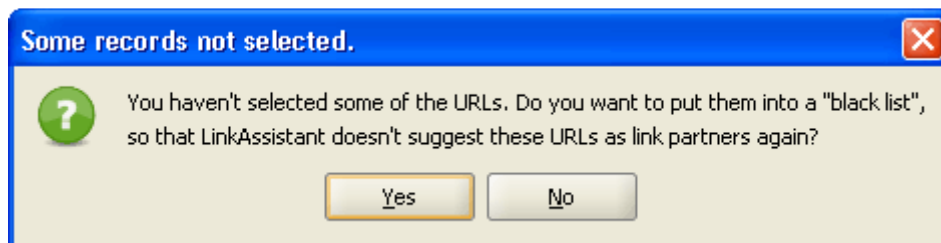
Keyword form in LinkAssistant

After that, wait a while till when the software comes up with a massive list of potential partners, look through the list and mark the partners you'll be working with.



List of found partners

If there're partners whom you didn't select, LinkAssistant will ask you if you want to "blacklist" them.



If you're sure you won't be dealing with these partners in the future, hit "Yes" to put them into a blacklist — and the software won't suggest them any more. Just in case: if you'll wish to remove them from the blacklist later, quite sure you can do this in the software preferences.

Now let's see how other ways to search for partners will help.

Find sites by keyword search

That's something we already talked about. You enter a keyword and the software looks for sites that also contain this keyword.

Find sites that link to your competitors

The idea is simple, look at this example to understand. Let's say you sell *water mattresses*. Your #1 competitor sells *water mattresses*, and sites that link to that guy might pretty well link to you. You just need to find out who these sites are — and ask them for the favor.

Find sites that already link to you

People may point links to your site not only when you ask them — but also when they just

want that. Are you sure you know about all links you already have? Or maybe you've got a lot of links and wish to keep them in the software from now on? In both cases this option works: LinkAssistant will find websites that already point to you.

Harvest all URLs located on the webpages you specify

A nice way to look for relevant sites, by the way. Let's say you have a business for *house designs* or *house plans*. Your main competitor in Google is <http://www.houseplans.com/> .

Here's their link directory: <http://www.houseplans.com/resources.asp>

A good idea is to check all sites from this directory — they will all be thematically relevant to you. And besides, you've got chances to get links from them too.

Perform a deep scan on the website you specify

That's the shotgun method as they call it. You take a site and dig into it to find each and every URL it's linking to. Then we'll see if these sites are worth getting links from.

Step 2. Search for details

Now let's see **which of the partners you just found are worth your time**. Take a look at the link quality factors that I enumerated.

Relevance of your and your partner's site

That even needn't be checked — LinkAssistant won't waste your precious time. It'll only suggest sites that meet your conditions.

For example, if your site sells *baby clothes*, a relevant sphere might be *baby food*. After you used LinkAssistant to search for sites that are about *baby food*, the list of suggested partners will certainly be relevant to your own website.

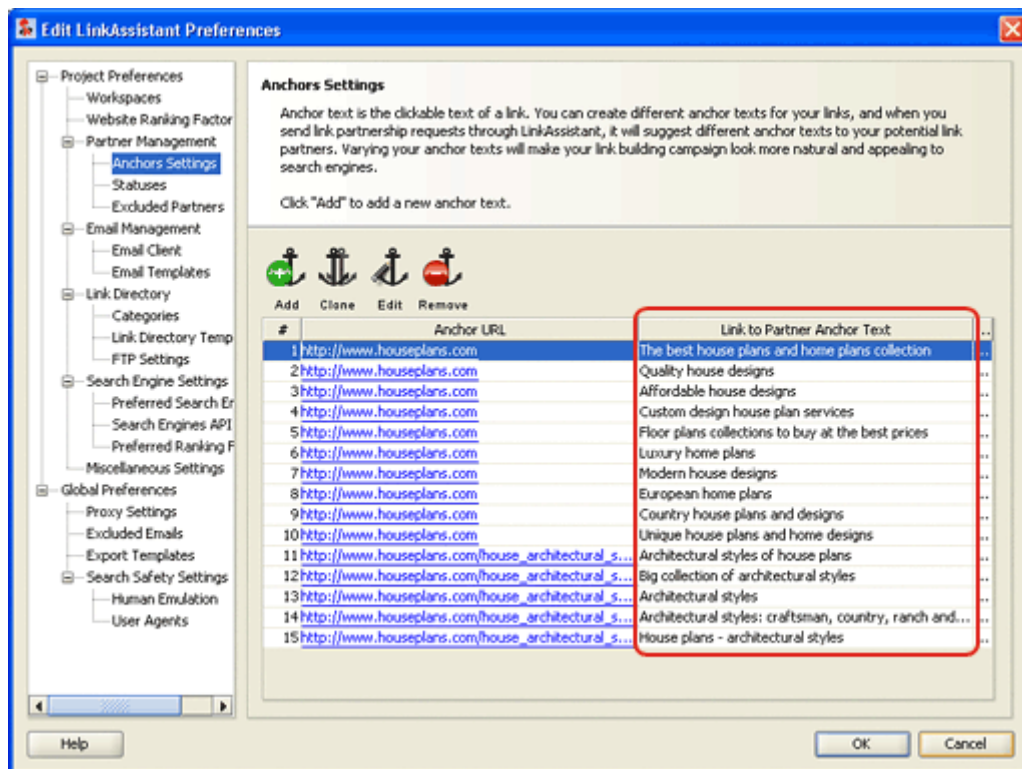
If you use other partner search methods, depending on your settings, websites found by LinkAssistant either match your keywords, or link to your competitor's site etc. Therefore, chances are huge, no matter which method of partner search you use, LinkAssistant will come up with websites **maximally relevant to yours**.

Right anchors

You can specify the anchor text that you'd like partners to use in the link pointing to your site, so that you're sure your backlink brings you real value.

Here's how you do that:

Go to *Preferences -> Partner Management -> Anchors Settings*.



Anchor texts management facility in LinkAssistant

I already told you in earlier chapters, it's good if your anchors for links slightly differ — this way it looks more natural to Search Engines.

The more different anchor texts you have, the better Search Engines will like your links.

Here in Anchors Settings you can specify an anchor for a partner, create new anchors and delete old ones — whatever you need to draw maximum benefit from your link texts.

In anchor texts, use the keywords you're optimizing your page for, but make them vary a bit.

Like here:

- Shoes for men in London
- Shoe store for men
- Shoes for men for all occasions
- London — male shoes
- Male fashion shoes

Use the list where you divided your keywords by portions (we did that in [Chapter 3](#)). For example, this is what we made for *wedding ideas*:

Page 1	Page 2	Page 3	Page 4	o the r
wedding ideas	wedding website	wedding dress	wedding gifts	wedding planning
wedding ideas	wedding tips	wedding dresses	wedding gifts	wedding planes
flowers		Australia	personalized	
wedding ideas	wedding websites	edding dresses	wedding gifts	wedding planning
pictures	for couples	Sydney	Australia	classes

wedding ideas Australia	wedding Australia	wedding dresses pictures	wedding gifts for her	wedding planning schedule
wedding ideas shop	wedding Sydney	wedding gowns	wedding gifts for him	wedding planning website
wedding ideas forum		wedding dresses	wedding gifts to parents	wedding planning list
wedding ideas magazine			wedding gifts and favors	
			wedding gifts for wedding party	
			wedding favors	

Example of a keyword list

If the first group of keywords is for your first landing page, you'll specifically target *wedding ideas* — and use it in your anchor texts. The rest of the keyword phrases in the first column: *wedding ideas flowers*, *wedding ideas pictures*, *wedding ideas Australia* and so on will work to create variations. Plus, don't forget you've got an even bigger list of keywords for more diverse anchors.

Good context for links

Here under good context, we don't mean the whole page. It's the text that stands close to the link — and quite often that's the text called **description**. It accompanies the link and tells people and Search Engines what kind of page the link points to.

Here's an example of a link with a description:

[DIY Network: Illuminations - A lighting guide.](#)

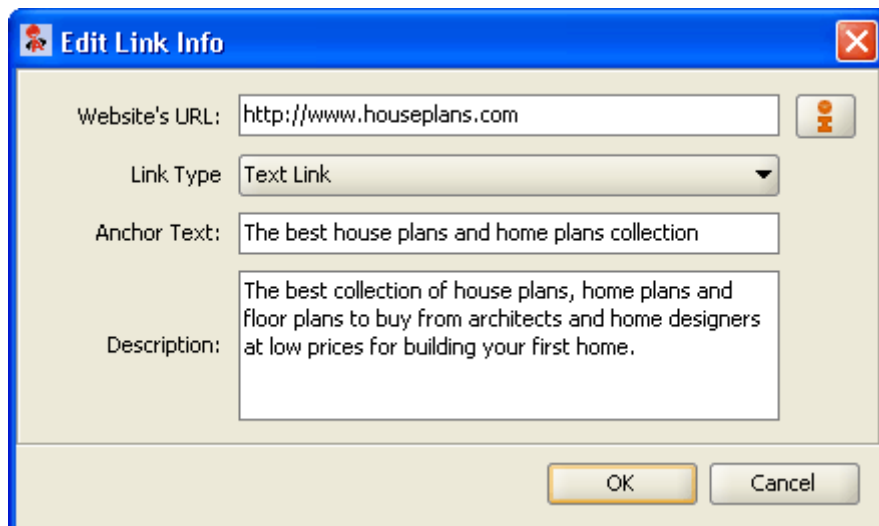
Easy-to-follow instructions for do-it-yourself lighting projects. Learn the basics, plus specialty lighting, outdoor lighting, automotive lighting and lighting design.

It's good if your link partners provide backlinks with descriptions containing your keywords, like in the example above. And that's where LinkAssistant helps again.

Go to *Preferences -> Partner Management...* and choose *Anchors Settings...*

Click the *Edit* button and besides the anchor, you'll see the full description of the link, as it will be sent to your link partners when you ask them to put this link to you.

The program tries to fetch the description from your webpage automatically, but you can edit it to your liking without any problem.



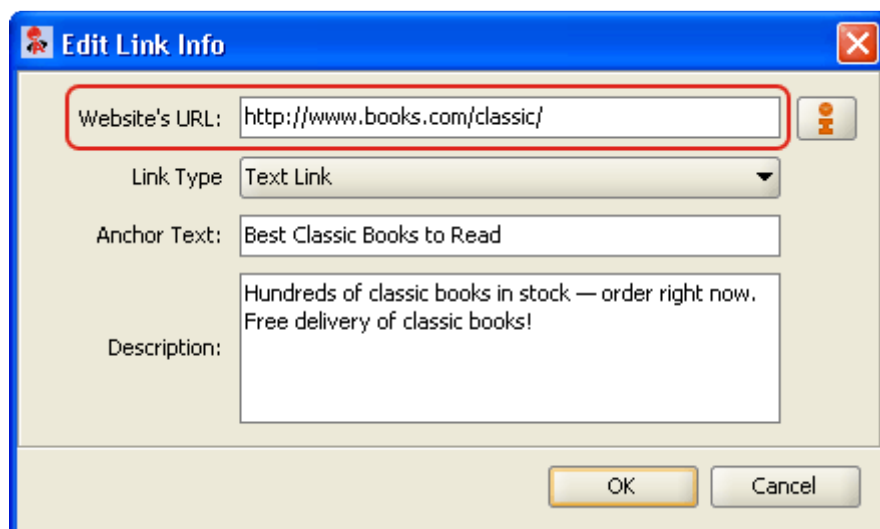
Editing anchor text in LinkAssistant

One more point: just like with anchor texts, it's great to vary your descriptions as well. This also helps you make your links look natural. LinkAssistant lets you vary your descriptions along with your anchor texts, so don't miss this opportunity!

Make several different descriptions stuffed with your keywords.

How about one more trick?

And now I'll show you another unique trick that you can do **only with LinkAssistant**. If you wish, from one and the same project you can build links for as many pages of your website as you want. To do this, you just need to specify different URLs in the Website's URL field:



Setting website URLs for backlinks

In the end, you've got several sets made of an **URL** plus **Anchor Text** plus **Description**. You can vary them among partners automatically, promoting **many of your webpages** at once, and doing this **naturally**.

For example, here're such sets for three pages of an online bookstore (that's just an imaginary example!)

Website's URL: <http://www.books.com/classic/>
Anchor text: Best Classic Books to Read
Description: Hundreds of classic books in stock — order right now. Free delivery of classic books!

Website's URL: <http://www.books.com/classic/>
Anchor text: Books by Classic Writers
Description: A huge choice of books by classic writers — order immediately! Free delivery of classic books!

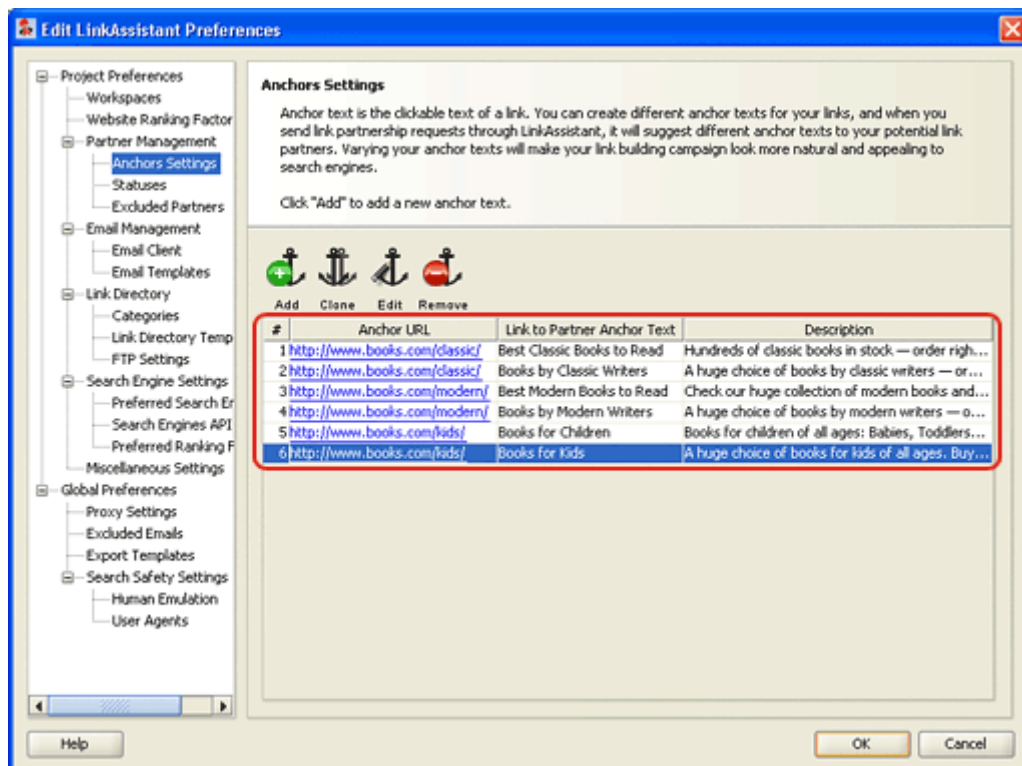
Website's URL: <http://www.books.com/modern/>
Anchor text: Best Modern Books to Read
Description: Check our huge collection of modern books and order right now! Free delivery!

Website's URL: <http://www.books.com/modern/>
Anchor text: Books by Modern Writers
Description: A huge choice of books by modern writers — order immediately! Free delivery of modern books!

Website's URL: <http://www.books.com/kids/>
Anchor text: Books for Children
Description: Books for children of all ages: Babies, Toddlers, Pre-Teen, Teen and Young Adult

Website's URL: <http://www.books.com/kids/>
Anchor text: Books for Kids
Description: A huge choice of books for kids of all ages. Buy books for your children here!

As you can see, we made two variations for each page, using our main keywords. And here's the same list in LinkAssistant:



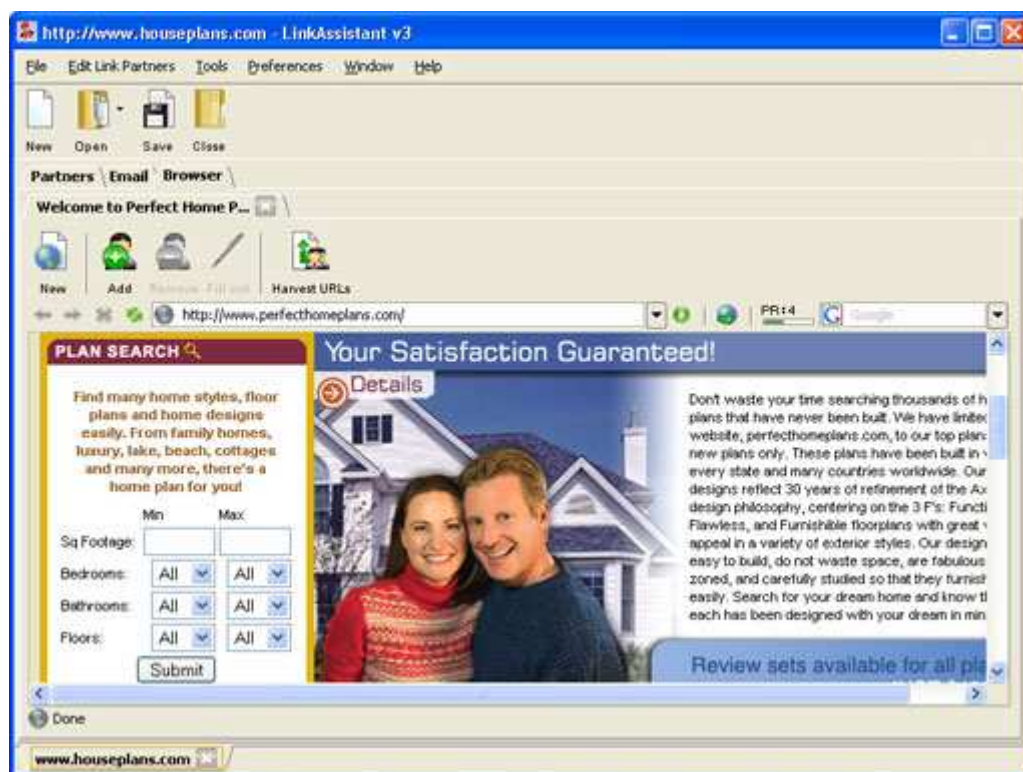
List of URLs with anchor texts and descriptions

Once all these variations are inside the software, you'll be requesting links from different partners, without bothering much about being search engine friendly — be sure your link campaign is designed in the most natural way.

Now let's check how LinkAssistant shows you other link quality factors.

Keywords in title and body of the partner's page

That's easy to see inside the software — click the small three-dot button near the partner's domain — and you'll see the page in the software's browser to make sure it totally fits.



Page view in internal browser

Here're some more Q-factors I list in this book:

Google PageRank of the domain and of the link page

How many outbound links a page has on it?

Age of site

Link popularity of the website and the webpage

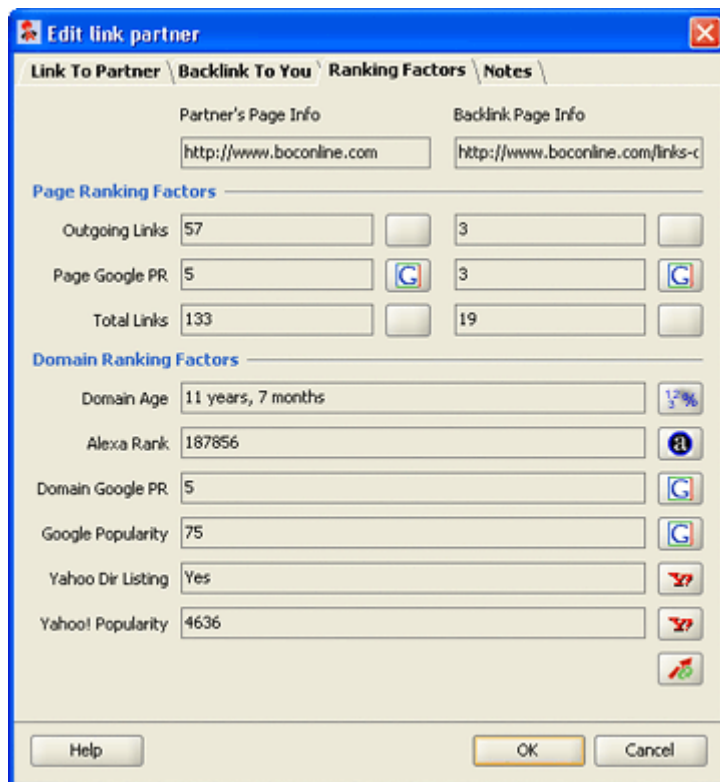
LinkAssistant is the only SEO tool that **checks all these factors whenever it's looking for link partners**, so this info is conveniently at hand in the main view.

#	Backlink Page	Partner's Page Google PR	Partner's Domain Age	Partner's Google Popul...	Partner's Outgoing Links
1	http://www.boconline.com/links-director...	PR: 5	11 years, 7 months	75	57
2	http://www.groovehouse.com/linkmach...	PR: 5	11 years, 3 months	16	5
3	http://edstrips.com/links/index.html	PR: 5	1 year, 6 months	3	8
4	http://www.garyknight.com/links/addin...	PR: 4	11 years, 1 month	20	0
5	http://www.letsrenovate.com/resource...	PR: 4	9 years, 11 months	119	36
6	http://www.landscaping-videos.com/res...	PR: 4	2 years, 1 month	10	11
7	http://myinteriordecorator.com/linkmac...	PR: 4	10 years, 3 months	39	12
8	http://www.creativewallcovering.com/li...	PR: 4	6 years, 11 months	35	8
9	http://www.e-health-fitness.com/direct...	PR: 4	3 years, 1 month	31	4
10	http://www.sunlandhomedecor.com/res...	PR: 4	4 years, 4 months	10	2
11	http://www.luxuryhomesandproperties...	PR: 4	8 years, 7 months	32	7
12	http://www.tenantfile.com/linkmachine/...	PR: 4	9 years	7	3
13	http://www.southern-coast.com/reques...	PR: 4	5 years, 6 months	29	4
14	http://www.devilstowerclimbing.com/li...	PR: 4	7 years, 8 months	19	6
15	http://www.oramd.com/resources/addsi...	PR: 4	7 years, 11 months	136	11
16	http://www.pluginspace.com/resources...	PR: 4	6 years, 8 months	122	37
17	http://www.setpottery.com/linkmachin...	PR: 4	9 years	4	4
18	http://www.smashhdDisplays.com/webp...	PR: 4	4 years, 9 months	64	3
19	http://www.achildtoys.com/links	PR: 4	2 years, 10 months	87	53
20	http://www.californiaconstructionloans...	PR: 4	4 years, 9 months	15	2
21	http://www.cedar-log-homes.com/Prod...	PR: 4	9 years, 7 months	34	1

Partners tab in LinkAssistant

Besides, LinkAssistant tells you how good a site's Alexa traffic rank is. The smaller the Alexa Rank figure, the better, because it means that the site's getting a lot of traffic and you could have a good share of it too.

You can see this all in the main view, and also you can select any partner, click *Edit* and go to the *Ranking Factors* tab. Here you'll see all quality factors in one convenient view.



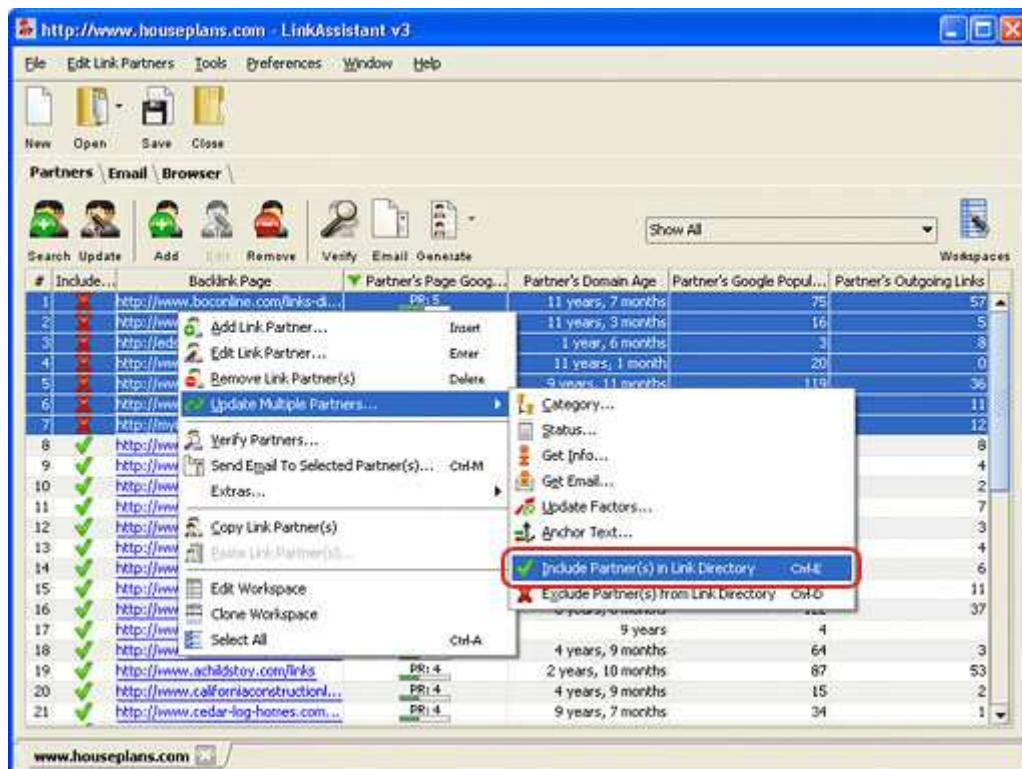
Link quality factors in LinkAssistant

So now when you know where to check all necessary data, it's time for step 3.

Step 3. Choose only GOOD QUALITY, complementary sites.

Take another look at the partner list you've got — probably some don't seem too useful to you. And choose those partners you're really interested in. Once again, theme relevance is a strong MUST. And it's great if they also have good Google PageRank, Alexa Rank, Popularity and other factors.

Select the partners you chose (for multiple selection, use *Ctrl* and *Shift* buttons), right-click the selection and choose *Update Multiple Partners -> Include Partner(s) in Link Directory*



Setting partners to be added to the link directory

This way you marked potential link partners with whom you'll be working in the nearest future. Firstly, you'll create a link directory with links to these partners. After that you'll try to get backlinks from them too.

No more idle talk though. Let's get it working.

5.3 Make brilliant link directory that perfectly fits your site

Before you ask for a link back to you, wouldn't it be nice if you make a good-looking link directory of your own? Besides your homepage, link directory will be the first thing your potential partner will look at, when deciding whether to give you this link or not. Want your link partners think about you as a respectful expert? Then make your links page look professional. That's the next step of link building.

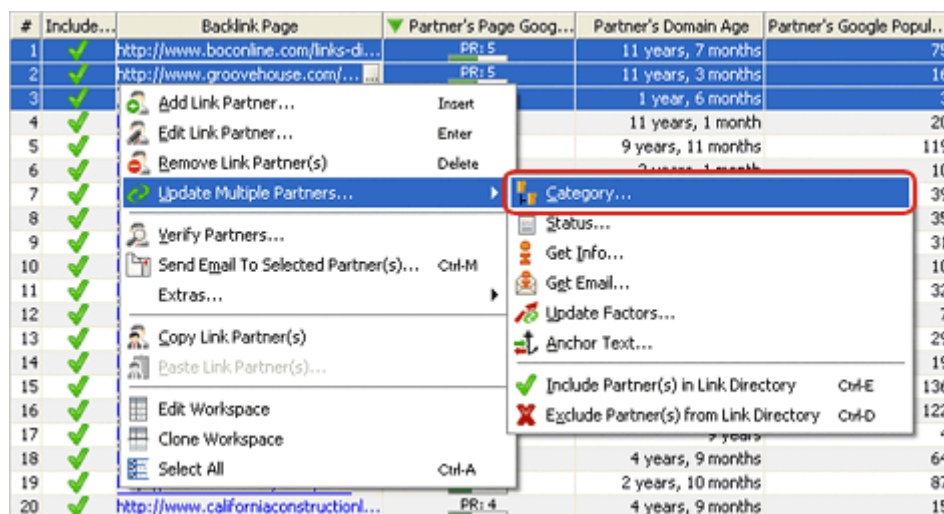
Step 4. Place a link to them on your site

This works like clock, once you set up a couple of things.

Firstly, **set categories for partners.**

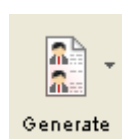
If you want to create a link directory where links will be arranged in categories (a tree-like structure, as we call it), go to *Preferences -> Link Directory Settings -> Categories* and create several categories for your links. Of course you'll be able to edit your category list at any time.

After that you can put each link partner into a matching category, just select the necessary partners, and use the right-click menu for settings, like the screenshot shows:



Setting partners' category

Secondly, **generate and upload your link pages.**



Click the button *Generate* and go through the wizard in the tool. All's clear there so you won't need my help. In the end you'll have a link directory, fitting your site's design like a glove — and all this without any HTML knowledge or webmaster skills!

Now it's time to show it to your link partners, asking for something in exchange — so let's go to the next step.

5.4 Be personal with hundreds of site owners — and be quick!

Now I'll tell you how to manage correspondence with your link partners the right way.

Step 5. Email your potential partners

Most likely, you'll want to email those partners whom you included into your link directory. So let's select them and click the *Email* button.

Note: you needn't bother about people's names and their emails. Wherever it was possible, LinkAssistant has already found them for you.



That's baby—simple again — just go through the wizard and your emails will be sent. Each email will be personal — it'll address the site owner by the name, mention their website and will look as if you wrote it specially for that exact person.

Here's an example of an email that the webmaster of www.link-assistant.com would send to the webmaster of www.seoinpractice.com:

Dear owner of [http:// www.seoinpractice.com](http://www.seoinpractice.com),

I'm the webmaster of <http://www.link-assistant.com>.

We came across your site on the Internet and feel that it would fit perfectly into our collection of quality links at <http://www.link-assistant.com>.

The Google PR of this site is currently 5.

We've already placed a link to your web site along with a description at our site on the <http://www.link-assistant.com/resources-search-engine-optimization.html> page, which we encourage you to check for accuracy.

We'd appreciate it if you place a link back to our site using the following HTML code (just copy and paste it into your links page):

```
<a href="http://www.link-assistant.com" title=" Check the full set of SEO software for efficient website optimization.">SEO Software</a> <br>Check the full set of SEO software for efficient website optimization.
```

On your page, the code will look like this:

SEO Software

Check the full set of SEO software for efficient website optimization.

If you'd like the description of your site modified, the category changed, or if you have any other cross-promotion ideas, feel free to email us.

Please note that if you don't place a reciprocal link to us somewhere on your site within a week, the link to your site will automatically be removed from our directory. Please link to us using the code above, and let us know where we can find the link.

Best regards,
Jane Thornton,
jthornton@link-assistant.com

This is NOT SPAM -- this is a one-time reciprocal link request. We have NO INTENTION to email you again. You can also reply to this email with REMOVE in the subject line to make sure we'll NEVER send you any more e-mails in the future.

That's the standard template that LinkAssistant offers. Please mind that thousands of SEOs and webmasters use this software. You know what I'm driving at? Try to imagine that all these people send one and the same email over and over again — this doesn't look too good, right? So here's my advice: do not use this template **exactly** as it is. Add some **unique** things to it, replace some words with the phrases only you could use — to make sure no one else sends out absolutely the same messages as you.

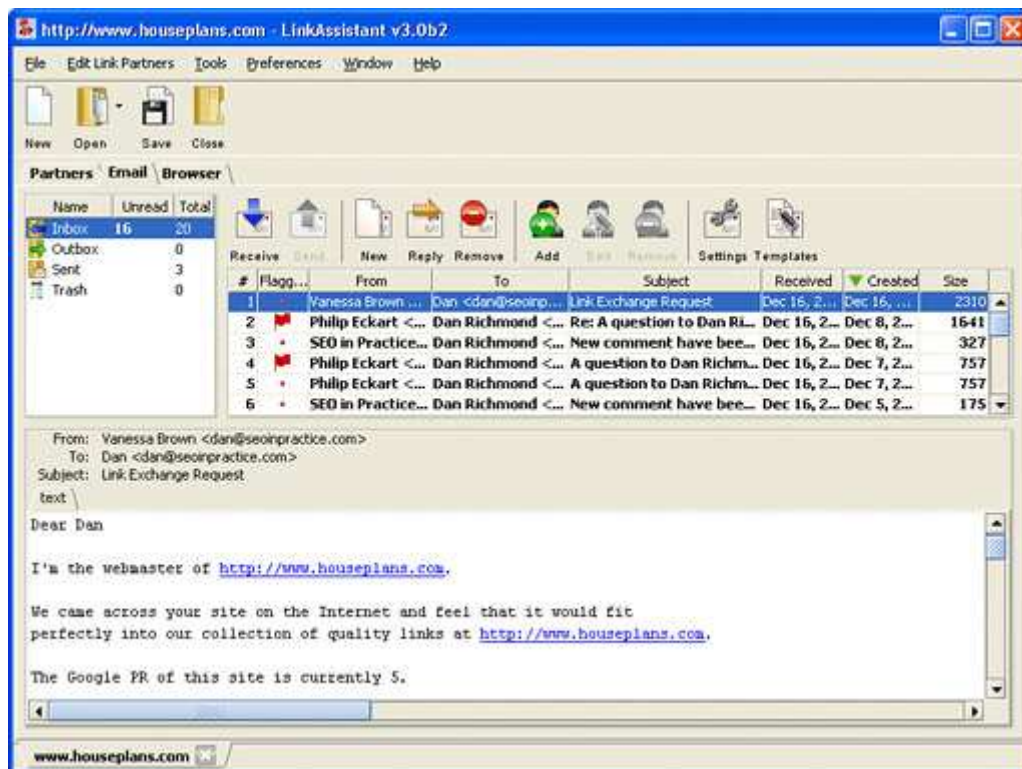
Here's where you customize your templates: go to *Preferences -> Email Management -> Edit Mail Templates...*, select the right template and hit the Edit button. Now you're free to change the text of your template as you wish. Don't forget to click *OK* in the templates view and in *Preferences* — to save the changes!

DO IT NOW! Address each potential link partner that seems useful with a personal and friendly backlink request. After that wait about 5 days and go to Step 6.

Voila — the starting steps have been made and now you have to wait a bit. Chances are you'll get some good links quite soon. And most likely you'll get a lot of replies to your emails.

Switch to the *Email* tab and you'll see that LinkAssistant works like a full-fledged email client, so you don't need Outlook or Apple Mail or any other email program. You can use LinkAssistant to send and receive emails, so you have all control over your linking campaign within just one tool.

This is another unique possibility that's not present in other link building tools. LinkAssistant is the only SEO software with a built-in email client that lets you manage all links within just one tool.



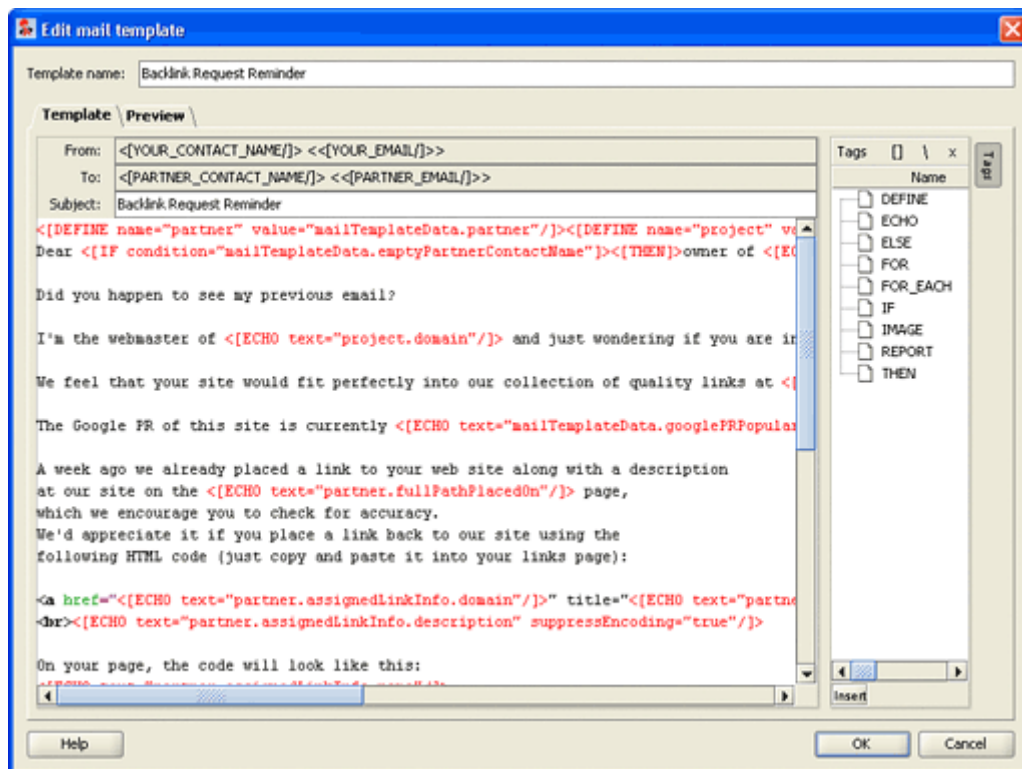
Email facility in LinkAssistant

All right, after a few days you got replies from some partners telling **they've put links to you**. Others probably **refused** to link back to you — this can also happen, and we'll talk about that later.

But right now let's see **what to do with those partners who haven't even replied**.

Step 6 (optional). Send a reminder

Wait about a week (or I'd suggest a business week of 5 days) and then check which partners haven't answered your backlink request. As I already said, these sites can be really valuable, and if their owners just haven't noticed your backlink request that's not a reason to lose that link. Just send them a polite reminder. Use the template "Backlink Request Reminder" to make your reminders quick and personal.



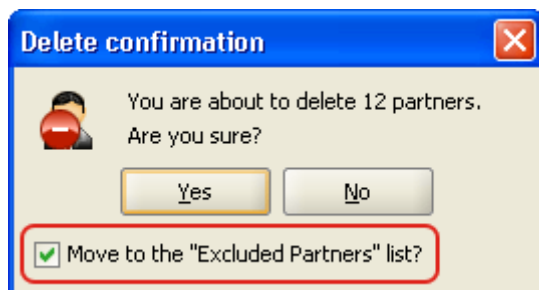
Backlink Request Reminder template

DO IT NOW! Send link request reminders to partners who haven't answered your initial request. Then wait for the results a couple more days and move further — to Step 7.

Step 7. Delete the link if the prospect did not exchange links

If some partners refused to exchange links — or simply didn't reply, there's no more use keeping their links on your site — so you can remove idle links from your directory.

That's easy as a two-finger-click. Select each partner that didn't reply or didn't give you a backlink, right-click these partners again and choose to *Remove Link Partner(s)*. LinkAssistant will ask you if you wish to move these partners to the "Excluded Partners" list. Tick the checkbox — and the software will never suggest these sites as partners again.



Moving partners to the *Excluded Partners* list

Next to that, you click *Generate*, and LinkAssistant rebuilds and re-uploads your link directory. Mere seconds!

DO IT NOW! Remove links to partners who didn't give you a backlink — and re-upload your link directory.

Now let's check how LinkAssistant saves you hours with the most scrupulous procedure — keeping records of each and every link partnership.

5.5 Record keeping? Yaaaaawn...

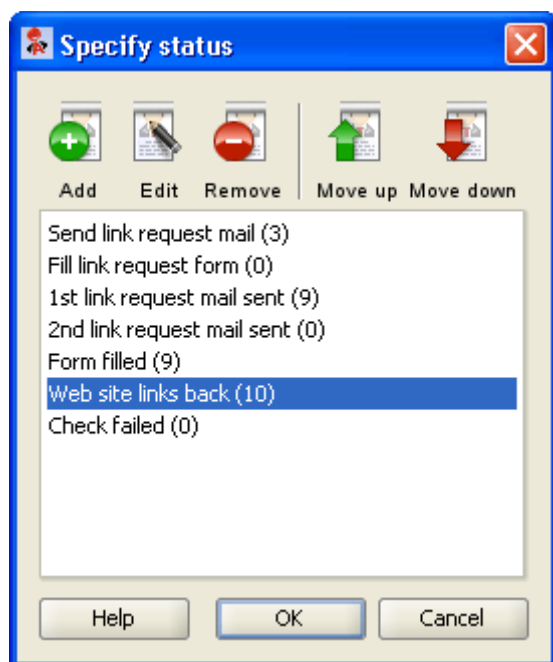
Finding partners and knowing as much as you can about their sites is great. But if you don't keep a record of all your partners, whether they're linking to you or refused to link, all the rest of link building may turn pointless.

Treat all info about your link partners like any other knowledge you have. If you don't put a note somewhere, chances are huge you'll forget things one day.

Step 8. Put the site into your record

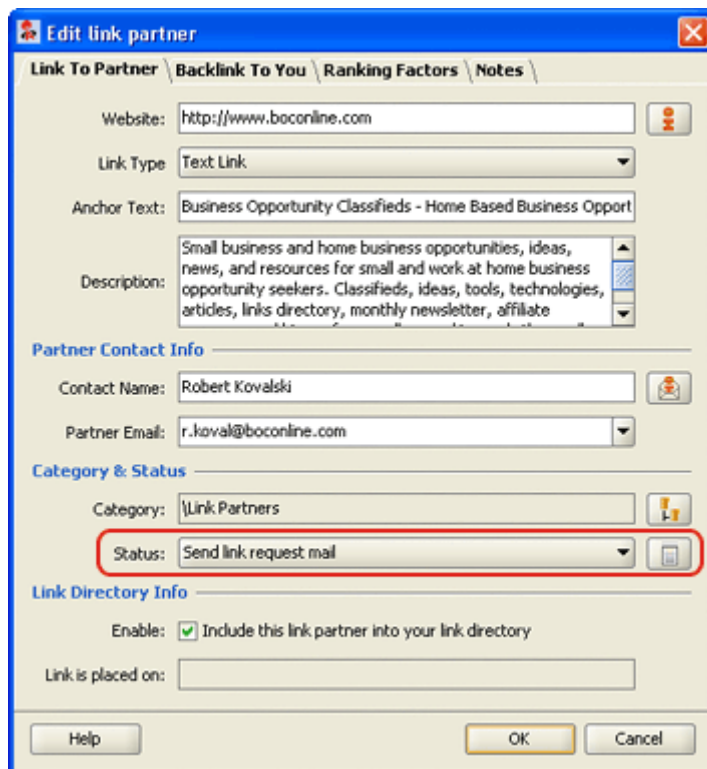
Each partner is already recorded in LinkAssistant, and as long as you save your projects, you'll keep track of each and every website you ever contacted, all inside the program. What else is there to help you?

I recommend you to use **Statuses**. They let you mark each partner in a way that's most convenient to you. By default, LinkAssistant offers you just 7 main statuses (you'll see all of them in the screenshot).



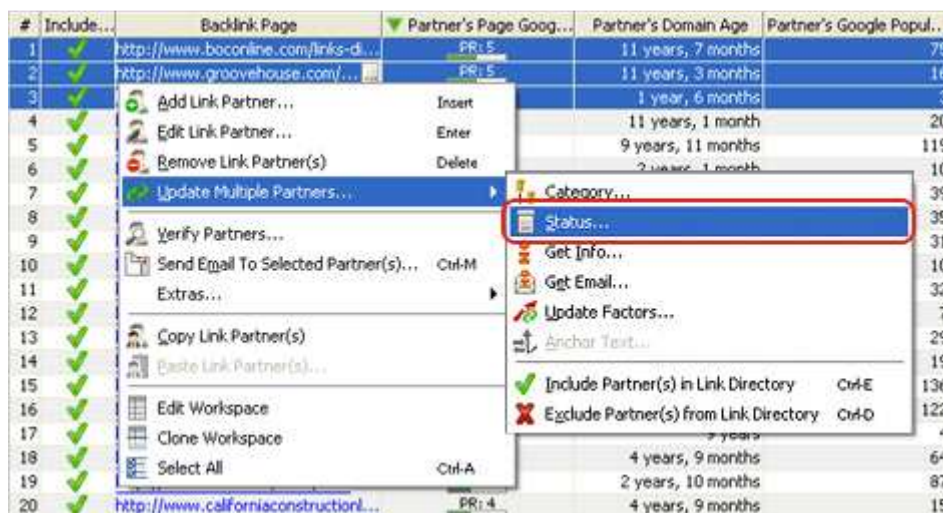
Editing partner statuses

But you can create as many as you need and set them when you Edit link partners one by one, like below:



Setting a status for one partner

or when you make a multiple partners update:

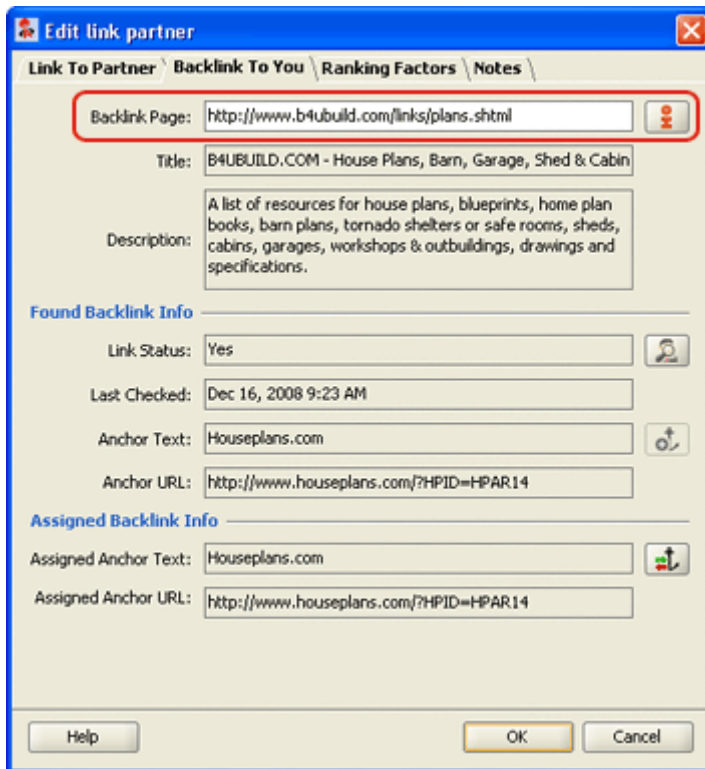


Setting statuses for multiple partners

That's how you sort sites you've linked to and requested links from, mark who you've contacted and who you haven't yet, who agreed and who refused to link to you and so on.

And what do we do with partners who gave us a backlink?

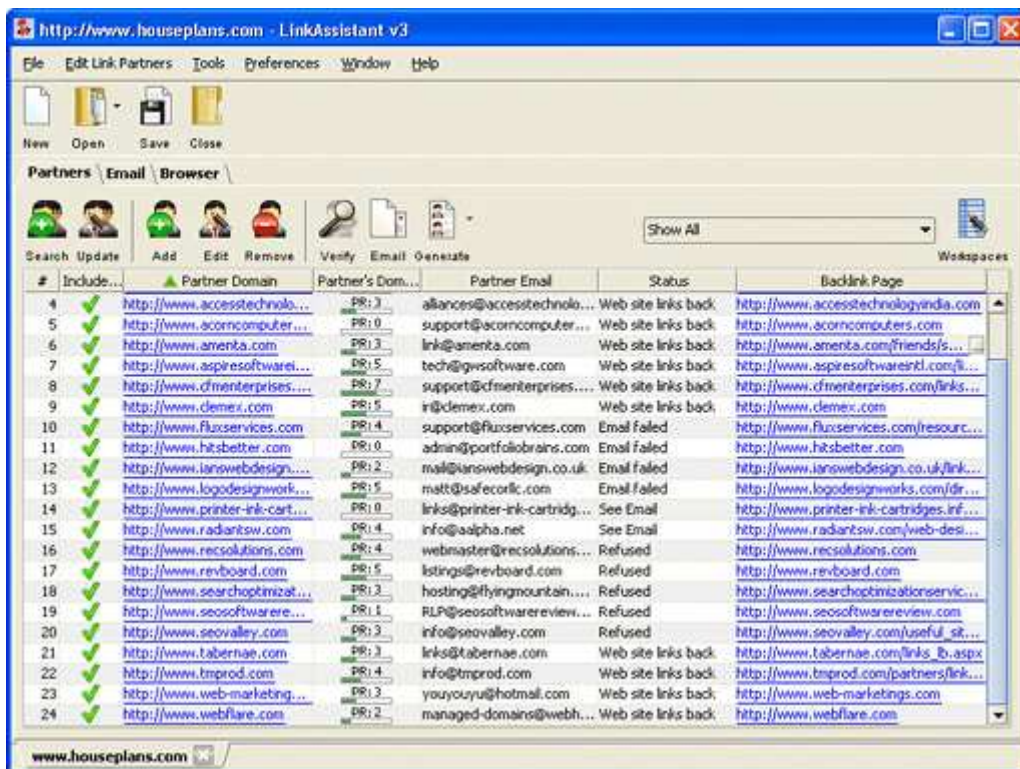
When you get a reply from a partner telling you they've placed a link to you on their site, I'm sure they'll tell you the **exact page where the link sits**. You need to put the backlink page into your records. To do that, select the partner, click *Edit* and switch to the *Backlink To You* tab.



Recording URL of the backlink page

Why you need to record every page where your backlink stands, some ask. The answer's simple: you need to control them to make sure noone's trying to fool you.

Here's how it looks in LinkAssistant software:



Record of partners in LinkAssistant

Yep, life is life and someone may wish to have links from your site, without doing you the same favor.

5.6 No one's gonna cheat you: verify your links

Let's start from an example.

Here's the message I got a couple of months ago:

Hi Dan,

I'm new to SEO and I've got a real problem with some of my backlinks and I'm just desperate to figure it out myself.

I own a business in the trucking industry, and have a site, and I've exchanged links with some related sites, about 2 months ago. But when I'm checking it with any software, many of these links to me are not found. Neither Google, nor Yahoo! seem to see these links. My questions: Why is that so? And how much time I have to wait till Google indexes my links? I checked it on their sites and I see the links are there, so I don't understand why Search Engines don't see them.

Could you please advise how to speed this up?

Thanks,
Derek

I asked Derek to send me his site URL and addresses of those pages from which the links weren't found and the answer came in just 2 minutes: one of his partners' sites was using frames, and the rest put nofollow tags in links pointing to Derek's site.

These words about frames and stuff seem no more familiar than ancient Greek? That's why I'm inviting you to proceed to Step 9 and discuss all these cheating techniques and how to uncover them.

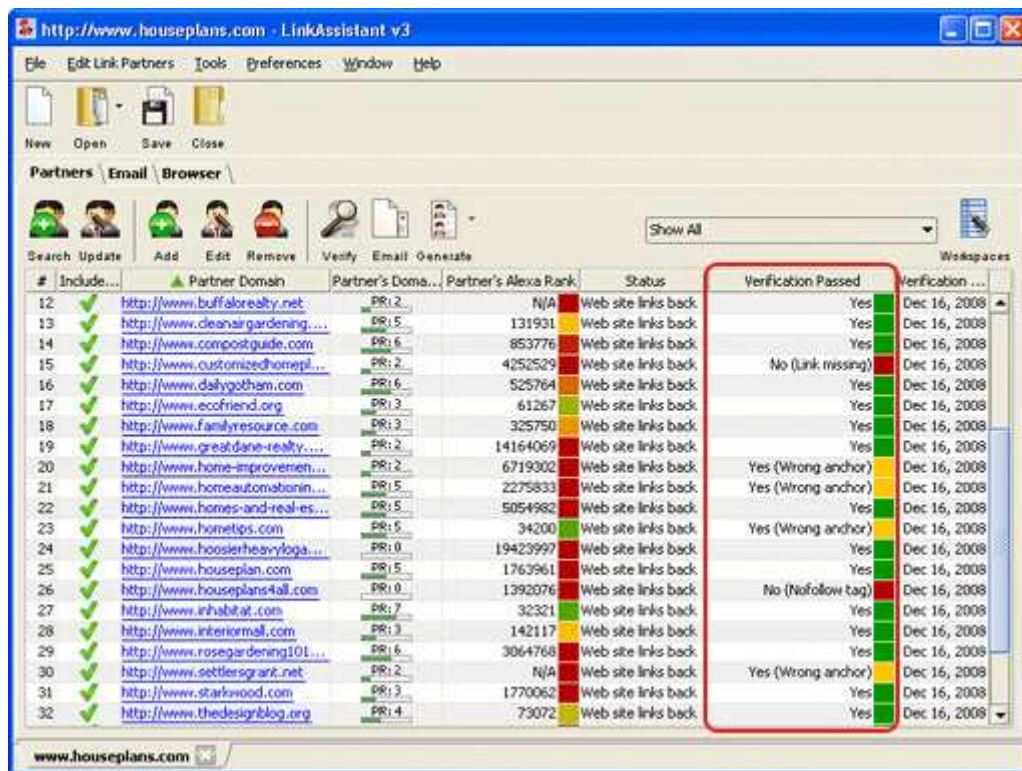
Step 9. Check if the link to you is still there

There's about a dozen ways a link could be wrong, or your partners may be cheating you intendedly — and LinkAssistant lets you discover that within seconds! Don't overlook this step — there's no point building links that don't really work.

So select which partners you want to check and hit the *Verify* button.



Check the *Verification Passed* column and let's see what results may show up.



Link verification results in LinkAssistant

Yes



Means that the link is found on the page where it should be, it has the right anchor text and leads to the right page of your site, it will be seen by Search Engines and is really useful for your site's optimization.

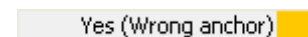
No



Means that the link either doesn't exist on the page at all, or it's set up using frames, JavaScript or redirects — and is therefore not seen by Search Engines and totally useless for optimization.

Just a quick note: although some links bring you no SEO value, it's still possible that they send you good traffic. If you see that it's true for some link, take a minute to think — maybe you should keep that link. But that's not such a common case though.

Wrong anchor



Reads: some of the expected link's anchor settings are wrong. There are two options.

1) Wrong anchor text

The link exists, but the partner didn't use the anchor text that you asked them to use. This may be important, because if you optimize your site for *cats food* you'd prefer the *cats food* anchor to a simple *recommended site* anchor, right?

Just think — if I were a coffee place owner and I'd order the signboard saying "Mr. Richmond's Coffee Bar". Then the contractor installs the sign, I go outside holding a coffee cup, imagining how I'll enjoy the view and give a good tip to the worker...and Ouch!.. What gives??? The sign outside my coffee place says "Mr. Richmond's Health Centre"!!!

I wouldn't be happy about this, would you?

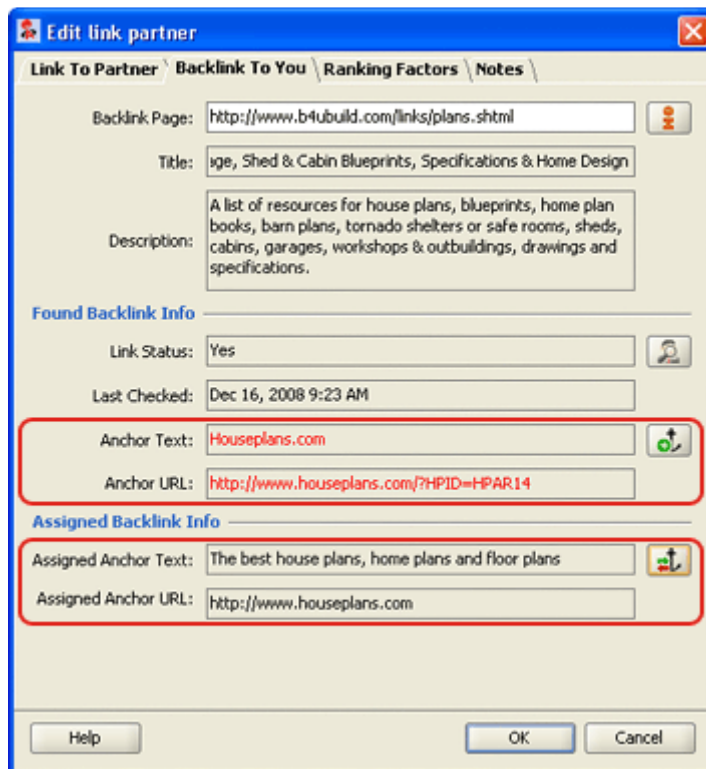
You decide how important it is to you to have exactly the same anchor text as you asked. Maybe you'll want to write to your link partner and demand to change the text.

2) Wrong anchor URL

The partner links back to your site, but he's not pointing to the right page you asked him to point to.

For example, you asked him to make a link to your super–convincing landing page www.water-mattresses.com, and they link to www.water-mattresses.com/related-goods.html instead. Well this looks like a mistake rather than a cheating trick — and you'd better just write to your partner and ask to change your backlink's anchor URL.

To check what exactly is wrong, select the problem partner and click *Edit*. Switch to *Backlink To You* and compare *Found Backlink Info* with *Assigned Backlink Info*. The problem areas are highlighted with red.



The screenshot shows a dialog box titled "Edit link partner" with several tabs: "Link To Partner", "Backlink To You", "Ranking Factors", and "Notes". The "Backlink To You" tab is active. The "Found Backlink Info" section contains the following fields:

- Backlink Page: <http://www.b4ubuild.com/links/plans.shtml>
- Title: [uge, Shed & Cabin Blueprints, Specifications & Home Design](#)
- Description: A list of resources for house plans, blueprints, home plan books, barn plans, tornado shelters or safe rooms, sheds, cabins, garages, workshops & outbuildings, drawings and specifications.
- Link Status: Yes
- Last Checked: Dec 16, 2008 9:23 AM
- Anchor Text: [Houseplans.com](#) (highlighted in red)
- Anchor URL: <http://www.houseplans.com/?HPID=HPAR14> (highlighted in red)

The "Assigned Backlink Info" section contains the following fields:


- Assigned Anchor Text: [The best house plans, home plans and floor plans](#)
- Assigned Anchor URL: <http://www.houseplans.com>

Buttons at the bottom include "Help", "OK", and "Cancel".

Checking which anchor settings are wrong

For example, on this screen you can see that both the **anchor text** and the **anchor URL** are wrong.

Restricted by robots.txt

No (Restricted by robots.txt) 

Do you remember how we discussed Robots.txt in part [2.3.4: Make a robots.txt file?](#) A Robots.txt file restricts Google's access to some webpages, so that Search Engines never pay attention to what's written on them, what links they contain and so on.

Let's say Annie has a webpage A , Ben has a webpage B and Connie has page C, and they all have a link partner Dennis, who's got the link directory D. Denny made a robots.txt file and restricted Search Engines' access to page D, then Google will never "keep in mind" that Denny is linking to your pages A, B and C.

Nofollow tag

No (Nofollow tag) 

Means that the link exists, but the link's tag includes the rel="nofollow" attribute. In brief, this attribute tells Search Engines that the link shouldn't add to the rankings of the page it's linking to.

And though the link itself looks normal on the webpage, the tag looks like in the example below.

[This Is The Example Of A Nofollow Link](#)

```
<a href="http://example.com/example" rel="nofollow"> This Is The Example Of A Nofollow Link </a>
```

Therefore, if you've got 5 links with nofollow tags, Search Engines may see such links, but they won't count them when deciding how to rank your page. So these links are totally useless for your site's SEO, and it looks like your link partners are trying to cheat you — they have a good link and you practically don't.

DO IT NOW! Verify that your link partners really link back to you, and that all links are useful indeed.

Now you should do one of the two things: either remove links to these sly guys from your site, or make another attempt — write to them saying that the link is wrong and that if they don't correct it, you won't be linking to them.

For the first option, Edit each unfair partner and unmark the checkbox saying "Include this link partner into your link directory".

Edit link partner

Link To Partner | Backlink To You | Ranking Factors | Notes

Website:

Link Type:

Anchor Text:

Description:

Partner Contact Info

Contact Name:

Partner Email:

Category & Status

Category:

Status:

Link Directory Info

Enable: Include this link partner into your link directory

Link is placed on:

Help OK Cancel

Excluding a partner from the link directory

After that, click the *Generate* button and re-upload your link directory to the site. Ready! You're not doing link charity any more.

For the second option, select these partners and click the "Email" button.

Choose the right email template called *"Our Link Not Found" Notification* and email them. Again, all emails will be personalized, as if you've sent them one by one.

After you went through all the steps, don't forget to test your rankings with Rank Tracker (my instructions were in [Part 1.3.2: Let Rank Tracker do its job](#)) to know how good the results of your linking campaign are!

DO IT NOW! Check your webpage's rankings in Search Engines regularly and keep record of results.

5.7 When does it start working?

Last time I was in Maryland I stopped at that Three Brothers Italian place to get a couple of takeout pizzas. As usual, when I ordered and paid they gave me a card with my number — 49 that time, and I just sat on a comfy chair waiting for my pepperonis. Seems like 7 minutes or so — and they're ready!!! Then the waiter cries out "Fooodoorty–Naaaain", I lift my hand and come back to the counter to pick the pizzas.

Why I'm reminding you of pepperonis? Sure not just to show how good it is to know when your pizza is ready. I'm just trying to draw a parallel with links.

Now let's think link building and remember why we do it all. We don't get links just **to have links**, right? We need good links to **look important to Search Engines** and to **grow our rankings**. And though when you already have thousands of links, a couple more links may come unnoticed, but for a young site with few links, an add–up of a dozen links can be **very important**.

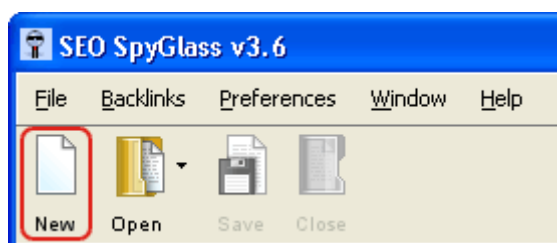
Now the point is, when you get a link, **it'll take a couple of days** — but maybe even much longer — **till Search Engines notice it**. If you don't know the exact moment when it happens, you'll be sitting "waiting for your pizza" for ages.

The question beginning SEOs often ask: **how do you know when Search Engines see your links?**

Assuming you've got the SEO PowerSuite pack already, it's a minute's business. When you started not long ago and each link matters, the best way to check how many of your links have been noticed, and the only way to do this fast is SEO SpyGlass software. It finds out which links to ANY website Search Engines see. And though the main trick of this software is *spying on your competitor's backlinks*, it will be a huge help when you must know *everything about links to your own site*.

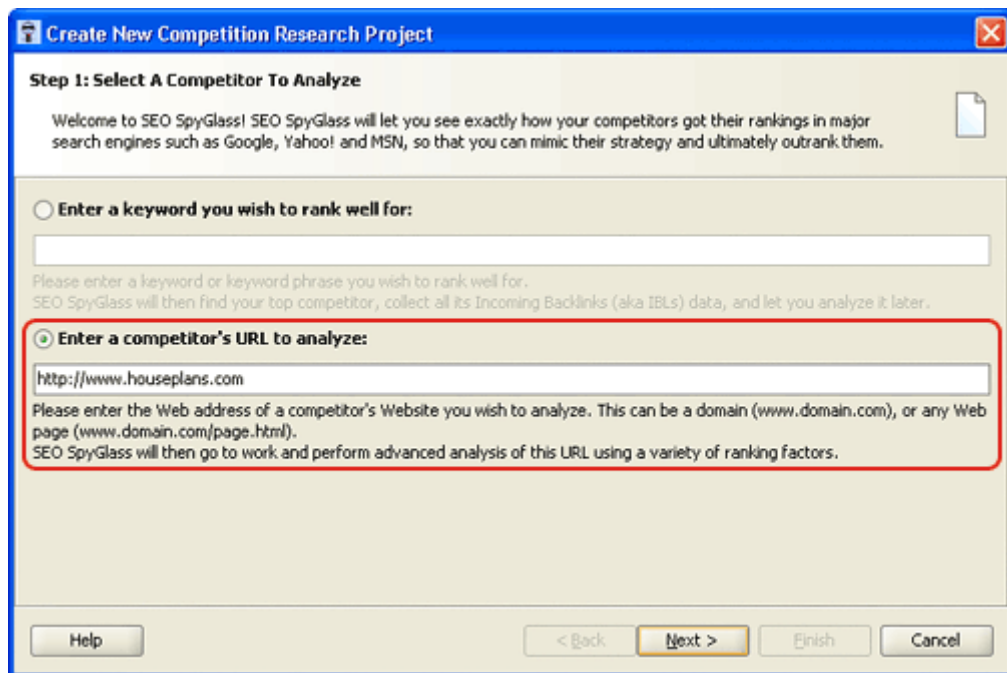
I'll teach you the **3 simple steps to make this check**, as long as you download SEO SpyGlass and install it on your computer. Here's once again [where you can get the SEO PowerSuite tools](#).

Step 1 — launch SEO SpyGlass and click the button "New" to start a new project.



Starting a project in SEO SpyGlass

Step 2 — enter your webpage's URL, like I did here:



Specifying URL in SEO SpyGlass

Step 3 — choose Search Engines in which you want to rank high and hit *Next* to fire up the check.



Search Engine choice in SEO SpyGlass

Several minutes — and in the software **you see all links, as Search Engines see them**. You can compare them with your list in LinkAssistant to see how many of your links have already been indexed.

When you're sure that Google already sees some of the links, it's time to check your rankings with Rank Tracker and find out how many positions you've gained due to these links.

DO IT NOW! Check which of your backlinks Search Engines already see and how it influenced your rankings.

One more important note: after you're done with the first round of partner search, don't delay for too long to go to the first step of link building again, and try to find some new partners and get links from them. Don't stop link building until you get the desired top positions in Search Engines. And even when you're ranking #1, don't forget your competitors will want to outrank you — so **take care of your links all the time.**

5.8 Summary

Great if you've already figured how link building works and made your most important steps to grow your link partnerships. Let's see what you've gained after this move.

- You've got a gorgeous-looking link directory that matches every feature of your website's design.
- You sent dozens of link exchange invitations — and most likely already got some positive replies.
- You know how many links to your site have already been indexed by Search Engines' robots.
- You can see if new links added up to your rankings.

Before we go further, I have to warn you: though it's possible, it's **very rare** that just one or two or even 20 links have the power to give you a real rankings boost. You need a lot of links to get really good results. Therefore, don't stop building links.

Now looks like it's time to go to Chapter 6 and learn some more link building tricks. But wait, check your knowledge before you go. [Take the quiz](#) and get one step closer to your SEO certificate.

5.9 Quiz

1. When you're choosing a link partner, which is the most important thing about a partner's site you should look at?

- Google PageRank of their homepage.
- Google PageRank of their links directory.
- Relevant content.

2. How soon after you contacted them will your partners place links back to you?

- Next day.
- After 5 business days.
- You never know.

3. What does a rel="nofollow" attribute do with links?

- It makes links invisible to people.
- It makes links not clickable.
- It makes links unimportant to Search Engines.

4. If a site has a link submission form...

- It's hardly possible to get a backlink from them.
- You have good chances to get a backlink from them.
- You're 100% sure to get a backlink from them.

5. Why is it better to slightly vary your anchor texts?

- To look natural to Search Engines.
- To look more reliable to link partners.
- To look more sophisticated to link partners.

6. If you sell *washing powder*, why is it bad when your backlink has wrong anchor text that instead of *washing powder* says *golf news*?

- Search Engines will penalize you for having a wrong keyword in your anchor text.
- This link will be far less helpful if you want to rank higher for your keyword *washing powder*.
- This link won't work.

7. When do links start to influence your rankings?

- When you send link exchange requests.
- When your partners put links to you on their sites.
- When Search Engines index your backlinks.

8. When should you stop building links?

- After you made Step 9 - Check if the link to you is still there.
- After you got the desired rankings in Search Engines.
- Never.

Chapter 6: Finding SEO gems, or how to get premium one-way links?

Let's recall what you got to know in the previous chapter. It was all about link exchange and getting reciprocal links. In a little bit more detail, here's what I taught there:

- 9 most important steps of link management.
- When is the right time to email link partners?
- How to write a link exchange request?
- Ways you may be cheated, and how to avoid that.
- How fast you'll see results of your link campaign?

and some more things SEOs don't mention too often.

Now how about trying to fetch the biggest SEO gems? Like real-life ones, these are pretty hard to get. But that's gonna be much easier for you, as soon as you know the tricks — and you're going to learn them in no time). I'm talking about one-way links — the links that Search Engines love most and that may have the biggest potential to send you huge streams of traffic. Look what I'll tell you now:

- **[6.1 Eight best ways to get weighty links](#)**
 - [Tip 1: Offer high value on your pages](#)
 - [Tip 2: Get your site into top directories](#)
 - [Tip 3: Build links through articles and press releases](#)
 - [Tip 4: Comment in forums and blogs](#)
 - [Tip 5: Get bloggers to write about you](#)
 - [Tip 6: Bring link bait into play](#)
 - [Tip 7: Make use of social media](#)
 - [Tip 8: Simply buy traffic-effective links](#)
- **[6.2 Here're things to look at, when buying links](#)**
- **[6.3 The winning tool finds best link opportunities](#)**
- **[6.4 The smartest way to see what value links bring](#)**
- **[6.5 No-Brainer SEO Surprise](#)**
- **[6.6 Rank checks are still a must](#)**
- **[6.7 Summary](#)**
- **[6.8 Quiz](#)**

Arranging good, solid **reciprocal** links should be part of your links strategy, but not your total marketing strategy, though.

As I already mentioned, **one-way links** are something you should never neglect. They bring you respect from search engines — as well as traffic.

I'm going to tell you how you get one-way links to your site. You'll get to know the best-working ideas and the best practices. Sure it largely depends on you how well you perform at this point — though I believe with the guidance you're getting and the things you already know **you simply can't miss**.

6.1 Eight best ways to get weighty links

So here're the best working tips for you to get one-way links:

Tip 1: Offer high value on your pages

Tip 2: Get your site into top directories

Tip 3: Build links through articles and press releases

Tip 4: Comment in forums and blogs

Tip 5: Get bloggers to write about you

Tip 6: Bring link bait into play

Tip 7: Make use of social media

Tip 8: Simply buy traffic-effective links

Let's look closer at each one.

Tip 1: Offer high value on your pages

This first tip is the SEO cornerstone. **You must offer value to your visitors.** And what's this value made of? That's a **high-quality product** and **gripping content** that people will naturally like. And it's a must I'd say — with poor product and weak content chances of success are really small. And a **good and irresistible offer** on your site will help you optimize it, get links and traffic, as it'll just work like a magnet to people — even when you don't stir a finger.

Like my sister's long legs — no matter what she's wearing and how she's made-up, everyone looks at her — because she's 6 feet tall.

Some hints: if you're selling some product or service, for example *houseware*, your site may contain not just catalogue of goods and a couple of lines to persuade people to buy. To offer more value to your visitors, you might add some articles or reviews about how to choose furniture, or how to take care of nylon curtains, and other useful stuff.

DO IT NOW! Take a minute to think of your website's content. Try looking at it with the eyes of your visitors. Does it really bring them good value? Think what (or what else) you can do to make your webpages useful.

Tip 2: Get your site into top directories

An **Internet directory** specializes in linking to other sites and categorizing those links. Directories often allow site owners to directly submit their sites for inclusion, and many directories have editors review submissions for fitness.

Here is an example from <http://www.a-free-directory.info/>



The screenshot shows the website [a-free-directory.info](http://www.a-free-directory.info/). At the top, there is a navigation bar with links for "submit", "new links", "top links", "contact", and "advanced search". Below the navigation bar is a search input field containing "a-free-directory.info". The main content area is titled "MAIN CONTENT." and displays a grid of category links. Each category is represented by a blue bullet point followed by the category name and the number of items in parentheses. Subcategories are listed below each category, separated by right-pointing arrows.

Category	Count	Subcategories
Arts	29	Humanities, Organizations, Performing Arts
Business	27	Taxes, Electronics, Classifieds
Computer	14	Security, Web Directories, Data Formats
Directories	5	Non Reciprocal Directories, Paid Directories, Reciprocal Directories
Health	18	Pharmacy, Teen Health, Addictions
Home	6	Move or Relocate, Cooking, Family
Internet	11	Internet Service Providers ISP, Programming, Software
News	9	Internet Broadcast, Magazines, Media
Recreation	10	Theme Parks, Humor, Audio
Reference	7	Dictionaries, Encyclopedias, Colleges and Universities
Regional	7	South America, Africa, Central America
Science	8	Social Sciences, Chemistry, Astronomy
Shopping	29	Photography, Toys and Games, Entertainment
Society	10	Ethnicity, Genealogy, Politics
Sports	20	Swimming, Volleyball, Waterskiing
Travel	9	Villas, Rental Vehicles, Destination Guides

Example of an Internet directory

You see, here're categories where websites are sorted out. On the website, you can click any category or subcategory to view what's inside.

For SEO purposes, such directories are a good way to obtain one-way links and make your rankings grow.

Get listed in Internet directories, in the categories that suit you — and you'll not only see an increase in traffic but also get a lot of one-way inbound links.

The two big directories that everyone wants to be in are [Yahoo!](#) and [DMOZ.org](#) (aka Open Directory Project). They are both powerful in bringing you traffic and valuable links. Yahoo! requires an annual submission fee, while DMOZ is free. If you're listed in these two, Search Engines will look at you with particular respect, partly because all members there are "hand-picked" — you suggest your website for inclusion, and real people look at it and decide — to add or not to add.

Use these links to submit to Yahoo! Directory:

<https://ecom.yahoo.com/dir/submit/intro/>

and to DMOZ:

<http://www.dmoz.org/add.html>

Once again, after you suggest your URL, it'll get reviewed by real people: these directories always *consider* inclusion of a site.

Not only Yahoo!, but also some other top directories require you to pay for inclusion — or to be considered for inclusion. Others ask you to put a link to them in exchange. However there are also numerous directories that will accept your website without payment or a link back.

All you have to do is find the ones that accept free submissions, and you will get your one way inbound links.

Directories that are worth your while

There are hundreds of thousands of directories on the Net, so which ones are worth your time?

Well, I made up a small list for you, to use it for the start. Here it is:

URL	PageRank
http://directory.ldmstudio.com	5
http://www.searchsight.com	5
http://www.info-listings.com	5
http://www.mavicanet.com	5
http://www.newwebdirectory.com	5
http://www.prolinkdirectory.com	5
http://www.worthwhilelink.com	5
http://www.canlinks.net	5
http://www.skoobe.biz	4
http://www.zunchdirectory.com	4
http://www.freewebsitedirectory.com	3
http://www.directoryvault.com	3
http://www.linkcentre.com	3
http://www.theeverywherepages.com	3

http://www.wowdirectory.com	3
http://www.plentylinks.com	3
http://www.theshoppings.com	3

(By the way, don't get surprised if you see these directories have a different PageRank — I told you it tends to change.)

I've got some more directory lists for you. Firstly, check this forum thread to find some good hand-picked directories:

<http://www.link-assistant.com/seo-talk/viewtopic.php?t=97>

Besides, you'll find a **huge list** of Web directories in the SEO tool called [SEO SpyGlass](#).

And you can always find more, for instance if you search in Google for the term *submit URL*.

Relevant links count best

That's another useful tip: don't forget about relevance. That's really important for links. Firstly, choose **suitable directories** where to add your site, and don't waste a second on irrelevant ones.

Want examples? If you're selling *trailer tires*, I doubt that a link from a *photography directory* will do any good. Better seek for links from a special directory for automobiles.

Also, choose in which **category** to put your link.

For example even if the whole directory is for cars and vehicles, it's wise to put your link into the category "tires" or "trailer tires", rather than, say, "carwash".

I guess you get the point.

DO IT NOW! Get your website listed in relevant categories of some good Internet directories — that's easy, fast, and mostly free.

Tip 3: Build links through articles and press releases

When we're writing articles and distributing press releases, our #1 aim is to get publicity and sales. But alongside with that, articles and PRs can also make a huge difference for your site's rankings!

How come? Besides sharing some news, articles and press-releases can provide high-quality one-way links to your site. Just make sure you include a link somewhere in the author's bio, or as a homepage of your product, and you're guaranteed to have a ton of high-quality links!

Here the context for links will be outstanding. If you write articles and press releases on topics specific for your niche, links stand in the natural environment — and Search Engines place much value on this. So that's a great way to get your site higher in the Search Engines' results!

Moreover, thanks to articles and press releases you're getting visitors, and if your article gets picked up, say, by Google News — you can get a HUGE traffic boost.

Where should you submit articles?

Here's just a small collection of top-quality article directories which are good to use to submit your articles:

URL

<http://www.ezinearticles.com>
<http://www.goarticles.com>
<http://www.articledashboard.com>
<http://searchwarp.com>
<http://www.helium.com>
<http://www.articlesbase.com>
<http://www.selfgrowth.com>
<http://www.buzzle.com>
<http://www.articlecity.com>
<http://www.ideamarketers.com>
<http://www.selfseo.com>
<http://www.amazines.com>
<http://www.elib.org>
<http://www.businessknowhow.com>
<http://www.articlesphere.com>
<http://www.contentdesk.com>
<http://www.afroarticles.com>
<http://www.articlebiz.com>
<http://www.articlebliss.com>
<http://www.add-articles.com>

How about press releases?

Why not use this nice list for the start:

URL

<http://www.free-press-release.com>
<http://www.prlog.org>
<http://www.pr.com>
<http://www.openpr.com>
<http://www.newswiretoday.com>
<http://www.pr-inside.com>
<http://www.24-7pressrelease.com>
<http://www.pressmethod.com>
<http://www.free-press-release-center.info>
<http://www.i-newswire.com>
<http://www.prcompass.com>
<http://www.pressreleasepoint.com>
<http://www.techprspider.com>
<http://theopenpress.com>
<http://prurgent.com>
<http://express-press-release.net>
<http://ecommwire.com>
<http://www.bizeurope.com>

And I'm not saying that these lists are all you need. There's a mass of article directories on the Web — and many of them are pretty good. If you wish to have a huge list of over 200 high-quality directories for press releases and articles, you'll have this in the [SEO SpyGlass tool](#).

Or simply search in Google for keyphrases *submit article*, *submit press release*, *article directory*, *press release site* and so on — and I'm sure you'll find some good places. The more you find and submit to, the better — one-way links of this kind only add up to your rankings.

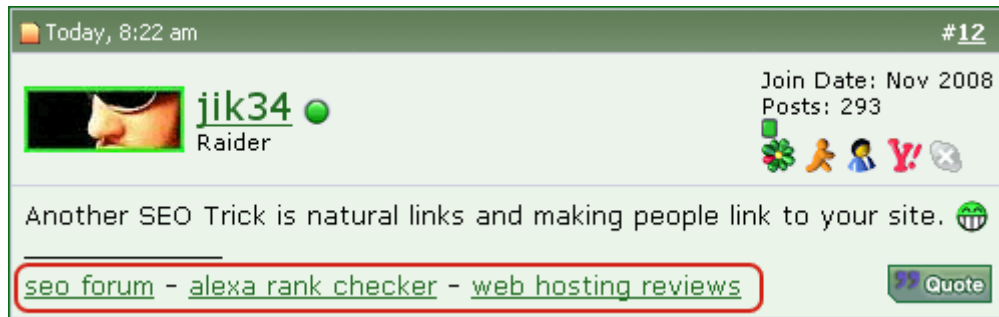
DO IT NOW! It's rather not a do-it-now task, but a "do-it-regularly" one, though. Write articles and press releases and submit them to special resources, like article directories or newswires.

By the way, if you have your favorite article or PR directories, great if you'd share these resources with me and with other readers of SEO in Practice. Welcome to leave URLs in comments!

Tip 4: Comment in forums and blogs

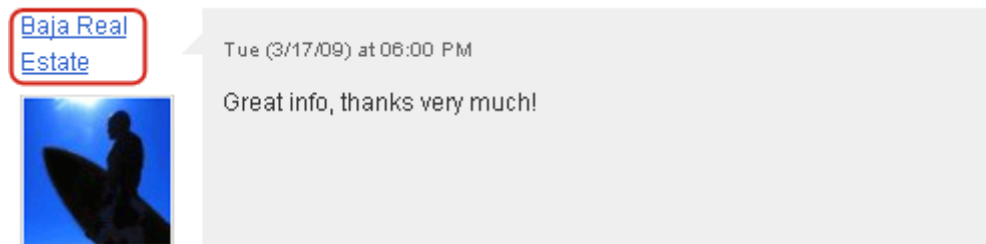
Have you ever heard that **Google and friends think much of blogs and forums**? If not, then I'm the one to tell you **they definitely do**. What's the conclusion? For traffic and rankings, you simply **must** try to get links from forums and blogs.

Find the ones with a topic close to your site and join discussions there. How do you get a link? Easy: most often, in **forums** you can put a text link to your site into your **signature**.



Forum signature

In **blogs**, you **link your name back to your site**. I mean, you specify your name and URL and this transforms into a link to your site, with the name as an anchor, like here:



Blog commentator's name

And even though many forums and blogs attach a `rel="nofollow"` attribute to these links, still you're getting **visitors who're really interested in you**.

Here's a warning by the way: **do not leave spammy comments**.

If you're a frequent guest at any forum you must know how weird it may look. Say, you're discussing the new iPhone and its warranties from Apple, and someone makes a posting:

"Get used cell phones cheaply" and a link.

Why in the world should I care for used phones??? So be careful not to annoy people with your advertising and links. You may not only earn the reputation of an idiot and spammer. Forum or blog admin may kick you out for violating the rules.

Do not write just for the purpose of this subscription link. Participate in discussions, post helpful comments and meaningful content. If you think you can't answer others' questions, just ask your own ones.

Do not spam in forums and blogs.

DO IT NOW! Another do-this-from-time-to-time direction: comment on forums and blogs and put a link to your site in your signature (or name).

Tip 5: Get bloggers to write about you

Here's a relatively new word in website promotion: **getting the attention of bloggers** and **getting them to link to you**. It's hard to imagine how influential some bloggers are.

You can find a few blogs that have good traffic and rank well and tell them about your product or service.

What if a good blogger writes a story about you and puts in some links? This would definitely add up to your sales. Or here's another option: you can pay and order a review of your product or service that will be placed in their blog, thus giving you links and traffic.

And in fact, not only bloggers' surveys will be helpful. Reviews from sites and experts specializing in your niche can add you popularity you'd never expect.

Do you want some examples of web sources where you can order a review? Here's where I would choose from:

10 Top Blog Advertising Sites

<http://www.reviewme.com>

<http://www.buyblogreviews.com>

<http://sponsoredreviews.com>

<http://www.blogsvertise.com>

<http://www.blogitive.com>

<http://www.smorty.com>

<https://payperpost.com>

<http://www.bloggerwave.com>

<http://bloggertizer.com>

<http://www.weblogsinc.com>

To see an example of how this works, let's now go to [reviewme.com](http://www.reviewme.com).

You just sign up here and then search for reviewers by your keywords:

ORDER REVIEWS DIRECT
FROM SPECIFIC TOP BLOGS

Search:

Popular Tags: .uk adsense Art Autos

Baby **Blogs** Books build-buzz

Business Celebrities

Computer Dating de German

Domains Education Electronics

Entertainment Espanol

Fashion Food fun games Gaming

get-paid google Government Health

home House & Home humor

internet-marketing Jobs Law life

lifestyle Living love media **Money**

Music News and Media Outdoors

parenting People personal Pets

photography Politics Real Estate

Religion review Science Shopping

Sports tech **Technology** tips

Travel Web Development web-

design Wedding Writing

Search form at Reviewme.Com

After that, you'll see a list of who might write on your topic. For instance, after I searched for *cell phones*, I found about a hundred reviewers, with the price ranging from \$40 to \$400. Here's only part of the results:

Search ReviewMe		
Search: <input type="text" value="cell phones"/> specific language? <input type="button" value="Find"/>		
REVIEWS	<< Back 1 2 3 4 5 Next >>	
Blog Name and Profile	Ranking	Price
512 Megas Blog about technology, gadgets, video games, mobile phones and funny videos.		\$40
Cell Phone Tips, Trick, Tutorial, Hack, and Review Cellphone Tips, Trick, Tutorial, Hack, DIY, and Cell phone review. Updated cellphone technology blog review		\$50
The Habitation of Justice An extended analysis of visitor traffic to this site has revealed concentrated interest in the following areas: Alternative Medicine, Photography, Blogging, Books, Literature, Charity, Entertainment, Movies, Creative Music, Criminal Justice, Law...		\$50

Search results at Reviewme.Com

Now you can click on any reviewer to see more info about them and after that choose the one whose service you'd like to use.

By the way ... I guess you realize these sites charge quite a big part of what you pay, as mediators. I sometimes look up at sites like this and then try to contact reviewers **directly**. Quite often, they will agree to write for me for half the price I saw on a mediator's site.

How do you find a review site?

Many review sites are devoted to a particular topic or group of products, for example *digital cameras* or *bicycles*. Just go to Google and make a search with keywords like *order paid review*, *sponsored reviews*, *paid review site*. To find sites that specialize in your particular niche, try adding your keyword to the request.

DO IT NOW! Try to get reviewers that have good traffic write on your site's topic, and put links to your web pages.

Tip 6: Bring link bait into play

Once you're done with directories, articles, press releases, etc., you need to start thinking **link bait** not link building.

Link baiting has been a recent buzz on the Web — and this is one of the trendy things I promised you. That's about creating something that inspires other people to link to it. What do you need that will work as a **link bait**? The answer is easy: you need **stunning content** that people naturally want to link to — not because you ask them to. They can pass it to each other through emails, link to it via a Web page, a blog, a social bookmark site, tagging site, e-zine, newsletter or any other method that tells others about the bait.

It's much about being creative. Doing something people will want to tell each other — and putting your link in it. Quite often, your idea will get a life of its own — and start to spread like a virus. Everyone wants to see it, and when they do, they all want to share it.

When I was at junior school, a boy studied with me who was telling unbelievable stories. Whatever one was talking about, Steve always had a story about "how I did something and what happened". Once he said he drove a police car — and we were only 7! After that everyone wanted to be friends with the boy-who-drove-a-police-car. And though now we all realize this was fiction, back at that time, Steve was the coolest guy to hang out with — due to his stories that worked like a "link bait".

There're billions of examples of link bait to be found on the Web, generating huge traffic. I'll show you just a few:

Grab the famous Coke/Mentos video:

<http://www.eepybird.com/dcm1.html>

Check an article about funny place names:

<http://www.drivl.com/posts/view/851>

Or see how much caffeine is enough:

<http://www.energyfiend.com/death-by-caffeine/>

Want some link baiting hints? Though it's totally up to you to think of something unusual and grab everyone's attention, but sure I can give you some good tips. So what can you do to make a link bait? Let's see.

38 Hints For A Million Link Baits

I put down and categorized some link baiting tips for you — hope they'll inspire you to make link bait for your particular site. Go through this list — and I'm sure you'll come up with ideas of your own.

7 News Tips

News are great — when something's in the mind of everyone or is about to be so, that's your chance to get some links.

- 1. Be the first to write the latest news in your niche.
- 2. Write useful comments on something that is happening.
- 3. Make a compilation of news stories on a theme. Add a little analysis in there, and you're good to go.
- 4. Make an interview with an authority in your given niche.
- 5. Take pictures of important events and tell narratives about why they are important.
- 6. Take or find pictures of (drunk?) "celebrities" in your industry — could make a great link bait.
- 7. Write an interesting article on a topic important in your niche.

6 Education Tips

Millions of people go online to get a bit smarter. They need to do millions of tasks that require loads of knowledge. So feed these guys hungry for knowledge, and they'll give you links. Want some ideas?

- 8. Make a list of something — people love lists! **38 Hints For A Million Link Baits** is one of such lists by the way :)
- 9. Make a special report on some field related to your niche.
- 10. Write a "History of something-related-to-your-niche" — this can be an ebook or an article.
- 11. Write a "How-To" guide for your market.
- 12. Gather and analyze statistics — people love stats.
- 13. Write a "Mistakes to avoid" article for your niche. By nature, people are afraid of making errors, and will surely look through your warnings.

4 Freebies Tips

I don't want to say people are greedy. Well but we all love free stuff! Give people something for free — and you've got chances to get people linking to you. Examples:

1. 14. Make a free tool that others can put on their sites but that links to you.
2. 15. Make a giveaway practical, useful or even fun tool related to your niche. People may wish to tell their friends where to get this tool — thus you're getting links.
3. 16. Offer scripts for webmasters, or WordPress themes to use freely.
4. 17. Create a Facebook application and maintain it over time. Everyone who's using this application is practically linking to you.

2 Pioneer Tips

Be the first to do something — and write about that. Flying to Mars would be great of course, but there're more down-to-earth things that haven't been done.

1. 18. Test something new that has not been done before — and write about it, or make a video, or take pictures.
2. 19. Research and document something that no one researched before — good if your research topic is relevant to your niche, of course.

4 Ego Tips

Ego instinct can be of huge help to you. When people are displaying or measuring their abilities, or competing with each other, they can be unstoppable. Human ego drives people when they show their success to others. Here're just a couple of hints:

1. 20. Run a newsworthy 'event' such as a contest and set an award for it.
2. 21. Create a quiz, test, or another way users can measure themselves.
3. 22. Ask users to give you input or opinion on a given topic. People may well wish to link to their own comments — sitting on **your** website.
4. 23. Make an online game — users will be playing and most likely inviting their friends to join.

4 Humor Tips

Who doesn't like humor? Or who doesn't want to tell another friend the joke half the office is laughing at? Or is there an Internet use who never watched a single funny YouTube video? Humor creates the mood, lets us get links, and helps us make sales.

1. 24. Make a funny movie and place it on YouTube.
2. 25. Make images — they're often easier than videos to produce, and can generate a lot of fun.
3. 26. Write a funny story.
4. 27. Use satire: make fun of industry figures, leaders or political personalities (but be careful no to overdo!).

4 Controversy Tips

Controversies work as high-class link bait. Maybe because human mind is seeking harmony? Or because everyone is likely to be proving their point of view until their rivals give up. Who cares about the reason, as long as you're getting links?

1. 28. Write on a very controversial topic, to strike up a discussion between supporters and those who disagree with your views.
2. 29. (Connected with the previous one) Take a contrary viewpoint to a hot topic or recent posting in other sources — you may end up getting a lot of links (and a lot of angry responses LOL).
3. 30. On the same theme in someone else's blog, post "Why <blogger name> is WRONG about..."

4. 31. Every industry has its own myths. Write a story that kind of demystifies some things.

2 Eye-Candy Tips

Make something that just looks good. I'm not saying you should paint another Mona Lisa (though who knows?), but there are things that online community may adore.

1. 32. Make interesting pictures, flash movies or images that are just good to look at.
2. 33. Use a cool and unique design for your website.

3 Generosity Tips

Try helping others, or taking care of environment — besides just doing good, you're getting promoted.

1. 34. Help animals and boast about it displaying images of them.
2. 35. Ask your users to donate to someone badly in need of money.
3. 36. Start a green initiative of any kind.

Blog. Just Blog

1. 37. Run an outstanding blog on your niche themes. A non-commercial blog will often attract more dedicated users than your commercial site. But from your blog, you can send good traffic to your main website.

1 More Tip

1. 38. And one more thing — simple as it is. You can just ask people to spread your idea and tell friends about your webpage. Create a "Tell-A-Friend" page on your website. It works!

After you made a list of some useful tips, like this one — invite your visitors to bookmark and share this list, just like I will do right now.

Found this content useful? Please bookmark it!



But again, I have to warn you. While thinking of "link bait" don't forget about the real purpose of your website and the value it's supposed to bring. Do not overdo — you don't want your site to be an online circus arena.

DO IT NOW! Create unusual content that can be stunning and attention-grabbing: either extremely useful or very funny and entertaining. Think of something unique that people will like to pass on to each other and link to.

Tip 7: Make use of social media

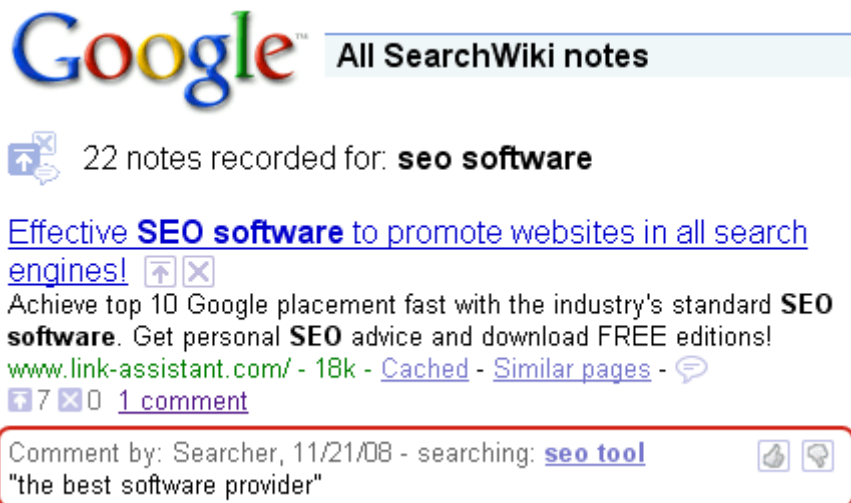
What's social media and why at all should it matter?

On the Web there're thousands of vague definitions. Here's what [Wikipedia](#) says:

Social media are primarily Internet– and mobile–based tools for sharing and discussing information among human beings. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories and experiences.

Here's how I'd put it in simple words: social media is a **modern way to use Internet to share content and ideas with a lot of people**. This can be some writing, like blogs (as in **Technorati** (technorati.com)), pictures (like in **Flickr** (flickr.com)) or videos (the big example is **YouTube** (youtube.com) or all-in-one, like in **MySpace** (myspace.com)).

Being social is a tendency that can't be ignored in today's Internet. Recently, even Google has gone social with its Google WikiSearch. If you're logged in to a Google account, you can customize your own search results — upgrading the best, deleting the worst and adding notes to any you like. While these changes that you make only affect your own searches, you can also view everyone else's edits by clicking on the "See all notes for this SearchWiki" link at the bottom of any search page. Here's how it looks like:



The screenshot shows a Google search result for "seo software". At the top, the Google logo is followed by a search bar containing "All SearchWiki notes". Below this, a blue icon with an upward arrow and a speech bubble indicates that 22 notes are recorded for the search term. A blue link titled "Effective SEO software to promote websites in all search engines!" is shown with a small icon of a document and a close button. Below the link, there is a snippet of text: "Achieve top 10 Google placement fast with the industry's standard SEO software. Get personal SEO advice and download FREE editions! www.link-assistant.com/ - 18k - Cached - Similar pages -". Below the snippet, there are icons for a document, a close button, and a comment icon, with the text "7 0 1 comment". At the bottom, a red-bordered box contains a comment: "Comment by: Searcher, 11/21/08 - searching: seo tool 'the best software provider'", with thumbs up and thumbs down icons.

SearchWiki notes in Google

Let's get back to social media sites though. There're thousands of them on the Web. Some specialize in a particular niche, like AutoSpies (autospies.com/) in automobiles. Some aren't devoted to any topic in particular but work like people accumulators.

The essence of any of them is that they see streams of people coming each day, and these people are hungry for information. They're waiting for stories or something interesting to happen. You can tell them your story and see if someone picks it up... And what you see then is **links you'd never get with your own hands**.

Just a couple of examples of top social media sites.

Social networks

Good examples are **MySpace** (myspace.com) and **Facebook** (facebook.com) These are huge social networks uniting people for thousands of reasons. Here you can create your own profile and not just find friends. You'll join communities, write your own blog and attract readers to it and to your site through it. Today some social networks have huge traffic and if you're popular there, your site can benefit a lot thanks to these resources.

Social bookmarking sites

Quite clear from the title — you can "bookmark" webpages there and share your bookmarks with other people. All bookmarks work like links, and the more bookmarks your site has, the better you profit. Here're the sources you must have heard of: **del.icio.us**, **Digg** (digg.com), **Reddit** (reddit.com), **StumbleUpon** (stumbleupon.com), **Ma.gnolia.com** (ma.gnolia.com) and there're dozens more! These are big help in spreading your news like a virus — and a good place for your news. Some links you set up right there may have much SEO benefit, plus, they drive more people to see your site and its content, encourage them to pass on your news — so they can generate huge traffic and thousands of links — without much effort on your part.

Blog search engines

One of the great places to show your own blog and find other's: **Technorati** (technorati.com). If you've got a blog, this resource is for you. That's a kind of a search engine and directory for blogs. If you're a member you can claim your blog to **Technorati**, and people from around the web will see what you've written. This way you can easily let other people pick the story and link to you.

Here's one useful link to find a huge list of social media sites. Check which would work for you: [a list of Digg-style websites](#).

DO IT NOW! Check some social media sites to see if they can help you to build links.

Tip 8: Buy traffic-effective links

As I already said before, there're two basic options when getting links: free and non-free. Now we've come to the second option. Yes, like any other thing that bears some value, a link can be purchased or sold. Who sells links? Normally, grown-up, well-optimized sites that have good traffic.

Who buys links? Any site. Even a top-ranking site that's getting a lot of organic traffic will quite often buy links from other traffic-rich web pages — to get more visitors.

Search Engines expect that the main purpose of buying links is traffic. People buy all kinds of links: those looking like simple text, or like images (or banners) or flash banners.

Lots of people also buy links for **SEO** — but if Search Engines discover these links are paid — they won't thank you :) There's a risk that Google and others will simply ignore your paid links. Therefore, even if you buy links for SEO, the way to be sure these links are worth it is if they have **good traffic**, too.

All sites start from getting links. And when they're good enough — others will want to buy links from them, too. I'm sure one day you'll be able to earn pretty penny this way, too.

It works like in real life: while you're studying to be a dentist, you only go to other dentists. As soon as you've got your diploma, you can have your own practice and patients of your own. Even when you're highly qualified, still you'll go to another dentist to fill your own tooth. You sell your service, which's the result of your experience — and go to others to buy the same kind of service. Same logic here: high-ranked sites are often selling links — and still buying incoming links from other sites.

Sites that have good traffic or good factors (those Q-factors we talked about: PageRank, popularity, age etc.) can make pretty good money selling links. And these are what you need to find: good sites to buy links from. First of all, like I already said, for **traffic**.

I believe whenever you make a purchase, you see that the **price** and the **quality** are corresponding. Links are no exception. We'll see where to pay attention, when choosing links to pay for.

6.2 Here're things to look at, when buying links

Now as promised, I'll teach you how to choose links to buy.

First: Topic of the site

Let's recall the first Q-factor of links that I mentioned: *Relevance of your and your potential partner's site*. It's not just good-to-look-at. Relevance is crucial when you're getting links, because (and this we also discussed):

- Search Engines trust links between sites whose topics are close (like *pets to buy* and *pets food*).
- People only follow links if they're interested in what they say (remember I told you — a visitor of www.vegetarian.com isn't likely to follow a link to a *meat product wholesaler*).

Therefore, make sure that the site's topic suits you.

Second: Site's traffic

If you contact site's owners, some of them will tell you how many visitors they have, say, per month, or daily. Think that a small per cent of these visitors will also come to your site — if this site links to you. Then, some of these people will decide to pay for what you sell. So think how much you expect to earn and if the link will pay for itself.

Use traffic to judge and try to predict how much you'll earn with this potential link — and think whether it's worth paying or not.

Sure when you're paying for a link, it must pay you back. If not, you don't need to waste your money on it. Therefore, **test your links all the time**. Don't ever forget to check how much value they really bring (traffic, or whatever you're getting them for). If the link doesn't work as you'd want it to work, stop throwing money down the drain.

Third: these are the remaining quality factors a good link is made of:

- Right anchors
- Good context for links
- Keywords in title and body of the partner's page
- PageRank
- How many outbound links a page has on it?
- Age of the partner's site
- Link popularity of the website and the webpage

These factors are more important for SEO, of course. But when you're paying for a link that's supposed to bring you traffic — why not think SEO a bit, too? ;)

Fourth: the type of the link

Basically, here I mean the way the visual representation of the link will look like.

1) You can have a link that is a purely text link, like here:

[Birthday Ecards](#)

Example of a text link

This kind of link is useful for your rankings, if you're using your keywords in the anchor text.

2) This can be a **text link standing within other related text**. For example, a link with a description, like we discussed many times when talking about [link quality factors](#).

[Wild Ties](#)

Over 5,000 Mens Designer and Novelty Neckties, Bow Ties and Accessories at Great Prices. Silk ties, holiday ties, animal ties, etc.

Example of a link with a description

That's even better than a pure text link. Besides having keywords in the anchor text, you can put keywords into a description — and this makes your links even more Search Engine friendly.

3) This can be a **text link standing within other related text**.

Here's an example: a blog post where links with anchors *SEO* and *text link* are naturally blended within relevant content.

A couple of months back I decided my [SEO](#) company should try selling text links via one of the [text link](#) brokers who list webmasters inventory in a searchable format allowing a potential purchaser of text links to find relevant sites. Basically saves us time dealing with site owners looking to add links to our sites (takes quite a lot of time!!).

Example of a text link blended in context

Such links can be even more useful than links with a pre-defined description, because the context where they're placed is **totally unique**.

4) It's possible to have an image link. Like this banner for example:

If so you are the ideal candidate to enter Azoogles contest to win a all expenses paid trip for 2 (TWO) DAYS at the Playboy Mansion hanging out with the biggest affiliates on the planet .



This is TWO FULL DAYS/Nights at the Playboy Mansion with unlimited access.

Example of an image link

This looks great and sometimes can get more people clicking on it than a text link. It really makes sense to buy banner links from a traffic-rich site, if you want to drive some visitors to your own webpages. But for the SEO purpose, there's not much use of a banner. Unlike a text link, this kind of link doesn't help you rank higher for your keywords. Search Engines don't read images yet.

Fifth: on what pages of the site the link will be placed

Again, I mean there can be **sitewide links** — coming from all pages of a site, **homepage links** — coming from a site's index page only and **links from inner pages**. They have different SEO value and bring different traffic (that we discussed in [Chapter 4.9 Look where the link can be placed](#)).

How do you find where to buy links?

Sure, you can find good topically related sites yourself — or go and find a broker at special Web sources. Here're just a few of them:

<http://www.textlinkbrokers.com>
<http://www.text-link-ads.com>
<http://www.linking-service.com>
<http://www.one-way-link.info>
<http://www.linkbrokeronline.com>

And you can find more on the Web, for instance if you search for the keyphrases *buy one-way links*, or *link broker*.

They work pretty much the same way as sources where you can find a reviewer to write about you (remember we talked about this earlier in [part 6.1](#)?). They've got a large base of sites, specializing in different areas, that sell links. As you come to a broker like this, they (or you) search for most relevant sites that might link to you and in fact arrange for them to sell you the links. So quite often about half of the sum you pay goes as a commission to the broker's site.

I guess a question like this will be natural: **And how do I find quality link partners myself? What if I don't want to pay to any brokers and middlemen?**

Sure there is a solution that's much cheaper and far more reliable: your personal software tool to search for high-quality links. This is [SEO SpyGlass](#). You can download it right now [from here](#). And go further to see how it works.

6.3 The winning tool finds best link opportunities

SEO SpyGlass will search for the most profitable links opportunities in your sphere — and analyze each possible link for the important **quality factors** — those I talked about before, plus many **more!** It'll find links that are good to attract other sites' visitors — and those that will be great SEO help.

SEO SpyGlass shows you the best links like on a silver platter. You see how good each of them is — and it's up to you if you're going to **buy** those links or get them in **exchange**, and whether you'll do **two-way exchange** or use more **tricky patterns**.

But let's get down to work. Install [SEO SpyGlass](#) and we'll look at it together. The idea of this tool is simple yet genius:

Don't ever go through try and error.

It's no secret to anyone, that if some competing site is at least a step ahead of you — this means **they've done something better than you did**. What is this "something"? We already did on-page optimization of your website, based on your competitors' best-working practices. Therefore, this "something" **can't be a web page itself**. And what remains? Off-page optimization, or putting it simple, their **linking techniques**. There's no third option — simple logic.

Though my kids aren't that small already, they fight sometimes, and Andy (the younger) often does some nasty things. Some of his jokes are rather trivial though. A recent example, as told by the older, Mike:

"First I couldn't find my car keys, and was almost late to the Sharks game, and I've got the hundred-and-twenty-bucks ticket, and then I open the door and I'm wet all over! I look around and it's not raining. You know what this means??? Your little baby emptied on me a damn bucketful of water!"

There was no third option.

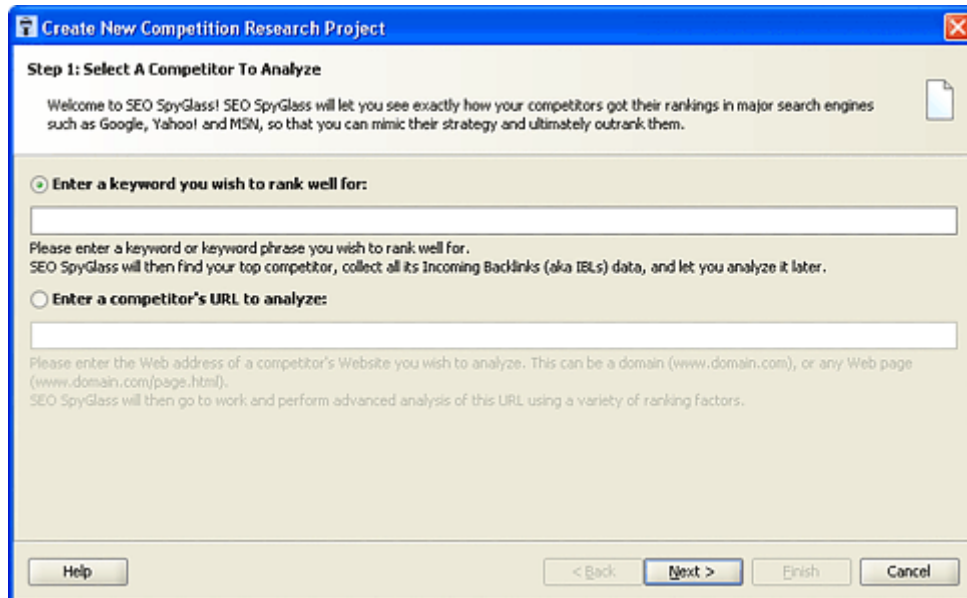
Now you need to be the best in your niche in link-building. And how are you going to look for the best links? As I said many times before, first look around to see what others do, and then do what works best.

Here's the proven way:

Improve on the tested strategies of your competition.

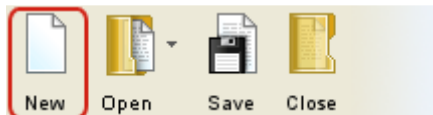
This is what SEO SpyGlass lets you do — unveil your competitors' entire linking strategy, find the best possible links — and put them at your advantage.

So let's see where your links goldmines lie! Let SEO SpyGlass do its job: run the tool. See this Create-a-New-Project window?

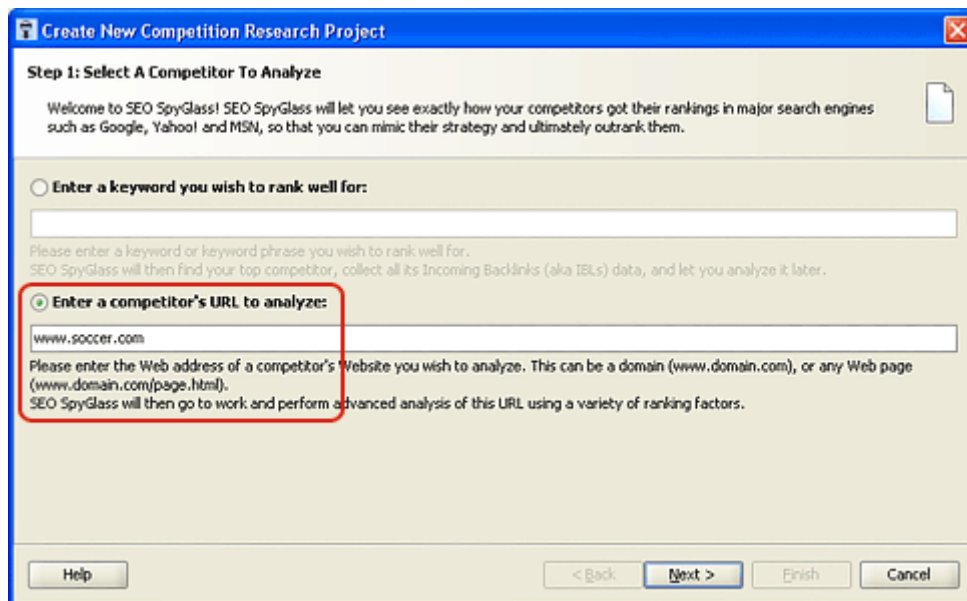


Creating a new project in SEO SpyGlass

It will also open if you click this **New** button:

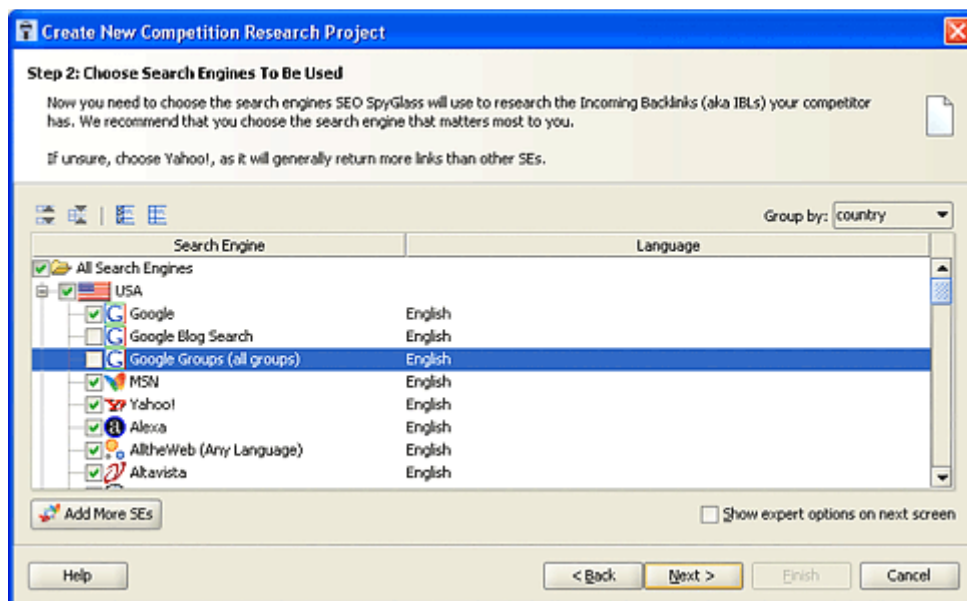


Now what's your major **keyword**? And do you know who's your **main competitor** for this keyword? You can enter either, just choose the necessary option.



Backlink search options in SEO SpyGlass

All right, so you enter your keyword — or your main competitor's URL, choose the Search Engines where you compete — and wait a while.



Search Engines choice

SEO SpyGlass will gather all possible links of your competitor and analyze them for a good list of factors. It's using the Q-factors we talked about and many more. The software checks how good each link will be for your traffic and SEO — and puts all these data into a neat table. Moreover, with these factors, there's a surprise for you inside SEO SpyGlass that I'll save for later.

Let's look at the software closer. Here's the results tab you see, as soon as SEO SpyGlass is done with the job — and it's a true wealth of information.

#	Search Engine	Backlink Page	Webpage PR	Anchor Text	Domain Age	IP Address	Link Value
1	Yahoo!	http://thesaa.com/vr.php?ID_CDM_ID=7600	PR:2	learn more	13 years	72.32.2.253	0.045
2	Yahoo!	http://thesaa.com/thesaa.php	PR:2	learn more	13 years	72.32.2.253	0.155
3	Yahoo!	http://lch.net/ref/ser.htm	PR:1	Soccer Links	11 years, 9 months	208.109.181.14	0.003
4	Yahoo!	http://thesaa.com/31.php	PR:2	learn more	13 years	72.32.2.253	0.177
5	Yahoo!	http://www.snoobs.com/topic/kuke-bryant	PR:1	learn more	12 years, 10 months	67.196.195.31	0.003
6	Yahoo!	http://www.crookedkians.net/2008_01_01_archive.html	PR:4	Soccer	1 year, 5 months	74.125.43.121	0.001
7	Yahoo!	http://webster.com/SoccerInfo.com	PR:4	http://www.soccer...	9 years, 2 months	128.121.146.100	0.028
8	Yahoo!	http://coerver.coaching.net/	PR:4	coerver	8 years, 6 months	208.151.247.238	0.309
9	Yahoo!	http://www.coerver.coaching.com/	PR:4	coerver	12 years, 2 months	208.151.247.238	0.309
10	Yahoo!	http://www08es.com/sha113p003.html	PR:3	أخبار كروية	13 years, 3 months	98.137.46.73	0.018
11	Yahoo!	http://soccerline.com/trasfer-nuove-220708/832/	PR:3	scuder	3 years	64.62.209.19	0.015
12	Yahoo!	http://www.cnn.com/CNN/programs/people/shows/name...	PR:3	Soccer.com: Ma Ham talks L...	15 years, 6 months	157.166.295.19	0.047
13	Yahoo!	http://www.britain.soccer.com/Sports.htm	PR:3	Soccer.com	8 years, 11 months	38.113.145.34	0.022
14	Yahoo!	http://www.sbc123teacher.com/	PR:3	Soccer	8 years, 3 months	208.134.25.160	0.001
15	Yahoo!	http://thesaa.com/transfer.php?ID=3008&ID=3008&ID=20...	PR:2	learn more	13 years	72.32.2.253	0.075
16	Yahoo!	http://webster.com/SoccerClub	PR:3	http://www.soccer.com/than...	9 years, 2 months	128.121.146.100	0.03
17	Yahoo!	http://www.kassimero.com/Default.aspx?label=11704	PR:3	Europart Website	5 years, 5 months	66.179.204.103	0.034
18	Yahoo!	http://www.chen.hk/soccer.com/	PR:3	Europart Website	7 years, 4 months	205.178.199.131	0.034
19	Yahoo!	http://www.crookedkians.com/	PR:3	crookedkians	3 years	65.95.194.74	0.099
20	Yahoo!	http://www.cvs85.com/	PR:3	crookedkians	4 years, 11 months	12.164.195.167	0.102
21	Yahoo!	http://www.snoobsoccer.com/	PR:3	crookedkians	7 years, 7 months	168.143.111.44	0.134
22	Yahoo!	http://www.openmtc.com/	PR:3	crookedkians	9 years, 9 months	216.113.194.65	0.106
23	Yahoo!	http://www.coerver.coaching.com/tdr.htm	PR:3	crookedkians	12 years, 2 months	208.151.247.238	0.142
24	Yahoo!	http://www.coerver.coaching.com/welcome.html	PR:3	crookedkians	12 years, 2 months	208.151.247.238	0.121
25	Yahoo!	http://www.crookedkians.net/2008/01/women-soccer-4...	PR:2	www.soccer.com	2 years, 10 months	67.192.221.131	0.055
26	Google	http://www.thesaa.com/31a.html	PR:2	Soccer.com	4 years, 1 month	64.202.163.193	0.033
27	Google	http://www.crookedkians.net/	PR:2	Soccer.com	10 years, 3 months	64.42.123.49	0.006
28	Yahoo!	http://www.crookedkians.net/2008/01/women-soccer-4...	PR:2	Soccer	1 year, 5 months	74.125.43.121	0.006
29	Yahoo!	http://webb-design.com/	PR:2	Soccer	3 years, 8 months	64.202.181.63	0.029
30	Yahoo!	http://backstagebreak.com/home/279056.html	PR:2	Europart Soccer	9 years, 1 month	168.143.111.44	0.189
31	Yahoo!	http://www.crookedkians.com/water.htm	PR:2	crookedkians	13 years, 2 months	208.151.247.238	0.08

Search Engines Data Tab

Each link has a separate row — where in columns you find data helpful to judge on the quality of links. Right now, I'll tell you a bit about what's in every column and how you use that.

6.4 The smartest way to see what value links bring

These factors I'll be talking about have a separate column each in SEO SpyGlass software and help analyze links. Even if you're not using this tool, I recommend you to read what goes below, and you'll learn pretty much useful stuff.

Just go through to be clued in — and after you read all these things you'll have two options — sit and try remembering these things like ABC, or get the No-Brainer SEO surprise SEO SpyGlass is preparing for you.

Let's start.

Backlink Page column shows you **the exact URL** from which the backlink comes. Try to hover your mouse on any entry and click the small three-dot icon to the right of the column.

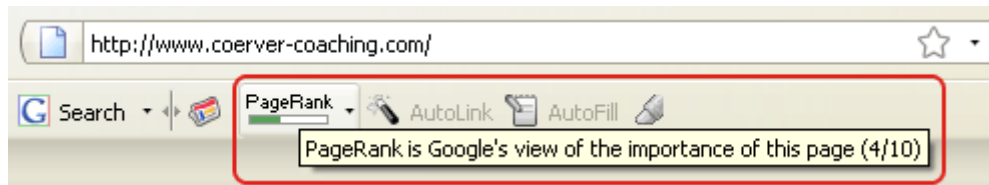
#	Search Engine	Backlink Page	Webpage PR
1	Yahoo!	http://nscaa.com/cr.php?DB_OEM_ID=7600	PR: 7
2	Yahoo!	http://nscaa.com/thenscaa.php	PR: 6
3	Yahoo!	http://cflc.net/refdesk.htm	PR: 5
4	Yahoo!	http://nscaa.com/sl.php	PR: 5
5	Yahoo!	http://www.answers.com/topic/kobe-bryant	PR: 5
6	Yahoo!	http://www.crookedbrains.net/2008_01_01_archive.html	PR: 4
7	Yahoo!	http://twitter.com/soccerdotcom	PR: 4
8	Yahoo!	http://coerver-coaching.net/	PR: 4
9	Yahoo!	http://www.coerver-coaching.com/	PR: 4
10	Yahoo!	http://geocities.com/alitaha11/sport3.html	PR: 3
11	Yahoo!	http://soccerlens.com/transfer-rumors-220708/8325/	PR: 3
12	Yahoo!	http://www.cnn.com/CNN/Programs/people/shows/hamm...	PR: 3
13	Yahoo!	http://www.britsinthestates.com/Sports.htm	PR: 3

Click the three-dot icon

This opens the web page in your browser — and lets you see what it's about and whether it really corresponds to your topic. Sometimes you can even find info on how much an inbound link from this page would cost you.

Moreover, here in the Search Engines Data tab you can easily see if a link comes from a **homepage** or from a **deeper page**. And if you compare all backlink pages in the column, you can easily identify **sitewide links** (links coming from all or practically all pages of the same site).

Then, **Webpage PR**. This is the Google PageRank we talked about not long ago in Chapter 4. In this case, it's the PageRank of the exact page where the link stands, at the moment it was last time announced by Google. It's the same PageRank you'd see in Google toolbar, but it's conveniently arranged in the software.



Google PR in the toolbar

7	Y	Yahoo!	http://twitter.com/soccerdotcom	PR: 4
8	Y	Yahoo!	http://coerver-coaching.net/	PR: 4
9	Y	Yahoo!	http://www.coerver-coaching.com/	PR: 4
10	Y	Yahoo!	http://geocities.com/alitaha11/sport3.html	PR: 3
11	Y	Yahoo!	http://soccerlens.com/transfer-rumors-220708/8325/	PR: 3
12	Y	Yahoo!	http://www.cnn.com/CNN/Programs/people/shows/hamm...	PR: 3
13	Y	Yahoo!	http://www.britsinthestates.com/Sports.htm	PR: 3

Google PR in SEO SpyGlass

Let's jump to the **Domain PR** column now. Here you see PageRank of the domain of the webpage from which the link comes. Remember I told you — domains pass over their PageRank to inner pages of the website. So even if you get a link from www.example.com/here_you_go.htm that has PageRank **0**, but its domain www.example.com has PageRank value of **6**, you've got a good chance to get some of this high domain's PageRank in the future, and the inner page is only a mediator.

The **Title** column, quite obviously, shows you the title of the page where the link stands. Remember this Q-Factor — Keywords in the page's title and body? Look at the pages' titles to see which of them contain your keywords. Those that do can bring you better value.

Links Back — I know this may seem strange to you at first, but sometimes Search Engines will tell you that there's a link from www.somepage.com — though it's no longer there. That's because Search Engines can't update their indexes each day. Still SEO SpyGlass checks if the link really exists, plus, it checks whether links are really taken into account by Search Engines. For example, it won't count "nofollow" links as real backlinks, because, as I told you in [Part 5: No one's gonna cheat you: verify your links](#), although Search Engines know about "nofollow" links, they don't count them when deciding how to rank you.

Anchor Text — has to do with right anchors. Look which anchor text your competitor's using. Does it contain your keywords? Quite often, it will give you an unexpected idea for your own anchors and even keywords that really work.

Anchor URL — this column shows you the exact page to which the backlink points (the one that opens if you click a backlink). Good to know, to decide where your own inbound links should lead.

For example, let's think your major keyword is *soccer*. In this case, your #1 competitor is **www.soccer.com**. As soon as you've checked its links with SEO SpyGlass, you can check the column "Anchor URL". And here's what you see:

▲ Backlink Page	Anchor URL	Anchor Text
http://www.joeant.com/DIR/info/get/1...	http://www.soccer.com/	www.soccer.com/
http://www.joeant.com/DIR/info/get/152...	http://www.soccer.com/	www.soccer.com/
http://www.jtdorsey.org/links/	http://www.soccer.com/	www.soccer.com
http://www.khatoco.com/modhtml.aspx?h...	http://www.soccer.com/	Soccer
http://www.knowscore.com/	http://www.soccer.com/	Soccer
http://www.kristinelilly13.com/kristine/jou...	http://www.soccer.com/	www.soccer.com
http://www.limso.net/news.html	http://www.soccer.com/channels/...	Soccer Newscenter
http://www.linkedin.com/pub/5/418/571	http://www.soccer.com/	My Company
http://www.maddensoccer.org/	http://www.soccer.com/	soccer.com
http://www.mahalo.com/How_to_Play_So...	http://www.soccer.com/	Eurosport Soccer
http://www.merceryouthsoccer.com/	http://www.soccer.com/	Eurosport
http://www.metacafe.com/watch/548951...	http://www.soccer.com/	Soccer
http://www.metacafe.com/watch/558371...	http://www.soccer.com/	Soccer Football
http://www.metacafe.com/watch/936194...	http://www.soccer.com/	Soccer And Halo
http://www.miamitango.net/	http://www.soccer.com/	<image>
http://www.mksc.org/links.php	http://www.soccer.com/	Soccer.com
http://www.moon15.com/vb/showthread...	http://www.soccer.com/	http://www.soccer....
http://www.nasl.com/collegeinfo.htm	http://www.soccer.com/channels/f...	Want to go to Colleg...
http://www.nbasa.com/Classic/Classic_So...	http://www.soccer.com/IWCatPro...	adidas Toque
http://www.njgsca.org/links.php	http://www.soccer.com/	www.soccer.com
http://www.nolimitsoccer.net/	http://www.soccer.com/	Eurosport
http://www.nscaa.com/about.php	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/annual.php	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060222...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060329...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060329...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060609...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060817...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20060817...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20061109...	http://www.soccer.com/php/clubst...	learn more
http://www.nscaa.com/articles/20061128...	http://www.soccer.com/php/clubst...	learn more

Anchor text and anchor URL

Most of the links go to the homepage www.soccer.com. A good part of links also go to inner pages — to the pages with images of equipment, jerseys and other soccer-related stuff. A huge portion of links lead to inner pages where NSCAA's products are sold. If you check further, you'll see that all these links come from NSCAA's site. I mean, if you're selling their products, you've got chances to get their links — to the very pages from which these products are sold.

Check other inner pages to which your partner's backlinks lead — and you'll have a good idea of how to arrange your own links.

Anchor URLs are a great thing to know by the way. Just think, now you know not only from which pages your competitor has backlinks, but also, to which pages they point. This helps you figure the structure of links to your own site: is it enough to get 1000 backlinks leading to your homepage www.buy-my-product.com, or it's better to get 600 links to www.buy-my-product.com, 300 links to www.buy-my-product.com/soap.html and 100 links to www.buy-my-product.com/shampoo.html

Outbound Links — this is for this Q-Factor: How many outbound links a page has on it? The more outbound links a page has, the smaller portion of its PageRank each of those pages it links to receives. If you're getting a link from a page with too many outbound links, possibly you won't be getting much of its PageRank. So think of this value too.

Total Links — It also has to do with PageRank. If there's a site A with the page A1 having PageRank 7, and this page links to the page B1, the good PageRank of page A1 goes **not only to page B1** of the other site. It also gets passed from page A1 to **other pages of the same site A** (through the so-called internal links). That's why it's good to know the total number of links a page has — and this is an extra factor SEO SpyGlass gives you.

Link Value — that's a factor calculated with a rather complicated formula, from a page's PageRank, number of inbound and outbound links and other factors. The higher link value, the better results you should expect if you get a link like this. See these color markers? Links marked green have the best link value.

#	Search Engine	Backlink Page	▼ Link Value
1	Y Yahoo!	http://www.eurosportscoreboard.com/	0.34
2	Y Yahoo!	http://www.coerver-coaching.com/	0.309
3	G Google	http://www.sportsendeavors.com/contact.php	0.262
4	Y Yahoo!	http://www.nscAA.com/articles/20081212090555402.php	0.243
5	Y Yahoo!	http://nscAA.com/contact.php	0.232
6	Y Yahoo!	http://www.nscAA.com/collegescore.php	0.222
7	Y Yahoo!	http://www.nscAA.com/articles/20080816091934335.php	0.202
8	Y Yahoo!	http://www.nscAA.com/joblistings.php	0.17
9	Y Yahoo!	http://nscAA.com/membership.php	0.165
10	Y Yahoo!	http://www.nscAA.com/articles/2006081709511398.php	0.162
11	Y Yahoo!	http://www.nscAA.com/articles/20061109110743119.php	0.162
12	Y Yahoo!	http://nscAA.com/thenscAA.php	0.155
13	Y Yahoo!	http://www.nscAA.com/lac.php	0.155
14	Y Yahoo!	http://nscAA.com/seniorRegion.php?it=763&dv=1&dt=20...	0.15
15	G Google	http://www.elite300.com/	0.148
16	Y Yahoo!	http://www.nscAA.com/benefits.php	0.138
17	Y Yahoo!	http://www.nscAA.com/encouraging.php	0.138
18	Y Yahoo!	http://www.nscAA.com/annual.php	0.131
19	Y Yahoo!	http://www.nscAA.com/soccerjournal.php	0.124
20	Y Yahoo!	http://fantasygames.sportingnews.com/mls/fantasy/game...	0.121
21	Y Yahoo!	http://www.nscAA.com/about.php	0.118
22	Y Yahoo!	http://www.nscAA.com/coachingeducation.php	0.113
23	Y Yahoo!	http://www.nscAA.com/quiz.php	0.112
24	Y Yahoo!	http://www.nscAA.com/rc-list.php	0.104
25	G Google	http://www.elitetournaments.com/services.php	0.094
26	Y Yahoo!	http://www.nscAA.com/awards.php	0.081
27	Y Yahoo!	http://www.nscAA.com/nrc.php	0.077
28	Y Yahoo!	http://www.merceryouthsoccer.com/	0.069
29	G Google	http://www.miamitango.net/	0.068
30	Y Yahoo!	http://www.enysoccer.com/	0.06

Link value color markers

Domain — see domains on which your links may sit: you'll easily find competitor's links from the same domain, for example sitewide links. Besides, if a page's domain contains your keyword, this underlines the page's relevance to your word.

For instance, if you sell *flower pots* and optimize for the keyphrase *pots for flowers*, and you get a link from www.indoor-flowers.com/partners.html, this link may appeal a lot to search engines, because it comes from a topically related page that's got a relevant domain name.

IP address — that's a cool SEO SpyGlass trick that allows you to follow Search Engines' logics. The **IP Address** column shows you the exact IP addresses from which links to your competitor come.

An IP address now includes four groups of digits separated by dots, and it looks like this:

157.18.202.37

So generally, an IP address consist of 4 parts AAA.BBB.CCC.xxx — the first part is called A–class, the second part B–class and the third part C–class. Any two IPs that have first three groups identical will be in the same C–class. For example IPs 111.111.111.1 and 111.111.111.2 are in the same C–class but 111.111.111.1 and 111.111.110.1 are in two different C–classes.

If links come from IP addresses from the same C class, like:

157.18.202.37

157.18.202.15

157.18.202.16

157.18.202.146,

Search Engines will think that these links come from the same website (this can be easily checked by domain URL) or from different sites of the same owner.

And you know what this means?

Option 1: The guy to whose site the links point enjoys a sitewide link, and this links brings him some boost of rankings.

Option 2: Google neglects this sitewide link and thus some 200 links the guy has actually bring him practically no SEO value (though traffic can still be good).

Option 3: The guy has put links to one of his sites from hm...200 more of his other sites and thinks noone will see this — but Google easily discovers and frowns upon this kind of cheating.

And there're much more ways it can turn out.

So what's the use of knowing IP addresses? You can find sitewide links that can be useful for you no less than to your competition. You can also see if your competition has links that're of no SEO value at all and cannot help increase your rankings. And you'll easily follow this SEO advice: to get more credit from search engines, **try getting links from different C–class IP blocks.**

Country — find out in which country a linking site is hosted. It's a known fact: if you're promoting a site in Google.co.uk (Google in the United Kingdom), this Search Engine will like to see you've got links from other UK sites.

DMOZ — we already talked about Internet directories. DMOZ is the most respected free directory, and it's good to know whether the website you're getting a link from is listed there.

Yahoo! — that's the biggest paid directory on the web that also brings a lot of value to a website and its pages.

Alexa Rank — it's also the SEO SpyGlass "bonus factor". Alexa Rank shows you where a site ranks compared to all other sites, based on **how much traffic they're getting each 3 months** (therefore sometimes Alexa Rank is also called Traffic Rank). The more traffic, the higher a site to the top in Alexa ranking. The #1 site has the biggest traffic ever.

Visitors of a site—that-links-to—you see the link and part of them click it — so the more traffic a the partner's site has, the more visitors your own site will get. If you're buying links for traffic, look at Alexa Rank. When sites have good traffic, they normally rank within the first 100,000. But the closer Alexa Rank to the first place, the better. Anyway, links from sites not even in 100,000 aren't worth paying for. You got the idea.

Domain Age — the same as "Age of the partner's site". As I told you before, domain age has been quite important recently. Sites under 1 year are considered very young, those from 3 years old and older are good. And, for instance, 8-year-old sites enjoy all the goods of being on the Web for long. They are very trusted by Search Engines.

A deep look at all these factors lets you see the sweetest places to get backlinks from. As soon as you figured out what links you want to have, it's time to email website owners and discuss whatever ways to get a link you choose, from exchange to purchase — that's totally up to you.

Here SEO SpyGlass gives you a hand again. You've got the **Contact Info** column. Where possible, the tool will extract websites' contact data and arrange it neatly for each link. That speeds up your link building: you don't have to dig for contacts — just use email addresses you see here.

I told you not even once that SEO SpyGlass has got a special surprise for you. Think it slipped off my memory? No way. Now we've come to that — just turn the page.

6.5 No-Brainer SEO Surprise

Click on the SEO Report tab in SEO SpyGlass — and in a couple of seconds this brings you to see a real eye-candy thing. Probably you won't even want to look into the tables you checked before. Yes, they're only a mere part of what this cutting-edge software does.



SEO Success Blueprint

Right in front of you is a brilliant report that makes all things crystal clear, **even if you're completely new** to SEO. SEO SpyGlass has carefully sorted out analytical data you saw in the table — and arranged it into a conveniently designed *SEO Success Blueprint Report*. That's your small personal guide to link-building success.

SEO Success Blueprint report shows sources of one-way and reciprocal links that can be the most profitable for you. So look what's inside and trust all directions you find there. Switch from one section to another — and you'll see the link-building tips that would be pretty hard to figure out yourself.

As soon as you've got your Blueprint report in front of you, this means SEO SpyGlass has already done plenty of thousands-dollar-worth work for you. Do not waste your time and money on link brokers. Look in SEO SpyGlass to find best links to buy. Use the really forceful sources of one-way links that it suggests: be sure that forums, blogs and directories SEO SpyGlass recommends will work best for you.

DO IT NOW! Run a check of your leading competitor with SEO SpyGlass and use link quality factors that it displays to choose where to get links from. Contact webmasters of sites that you chose to request links. Perform directions of SEO Success Blueprint.

In SEO SpyGlass, you're told **what, when and how to do with your links**. And you needn't worry about being safe on your way to top 10 with this link-building. These are links that were found and will work personally for you.

6.6 Rank checks are still a must

Once again, as I said in the first chapter — check your rankings on a daily basis.

Rank checks are necessary to know if you're going the right way, and how much you improved.

As I already said, you can do this manually. Go to the Search Engine you're targeting, say, Google, and search for your keyword. Find what place your site occupies. Then search for another keyword etc.

Or use [software to do all checks](#) within about two minutes — Rank Tracker will not only find your positions for all of your keywords but also keep accurate history of your checks — and let you compare rankings that you had on any date.

We talked about rank checks at the very start of the first chapter when you just made a list of keywords. That's when you made your first rankings report with [Rank Tracker](#). And I told you you'll be surprised to see how different it'll look like soon.

How about launching Rank Tracker right now? If you did all that I recommended, your rankings report will already look pretty different.

DO IT NOW! If you didn't do a rankings check today — do it right now. Check rankings regularly and keep careful record of them.

6.7 Summary

Normally, in a chapter summary I talk about the results you got due to that chapter. This time, let me sum up the whole link-building part — and add a bit more.

What's the result of what you read and what you already managed to do?

- I believe you're getting more and more reciprocal links.
- Probably some blogger or reviewer is writing a story about you right now.
- Your site is listed in numbers of directories.
- You've got brilliant one-way links from the best forums in your industry.

And much much more.

No doubt you've done a great lot — and you'll see results soon. But here's the most important point of this all — of SEO, I mean, and of link building: **NEVER STOP.**

Optimizing your site must be your good everyday habit. It's as necessary for an online business as non-stop accounting for a bank.

So don't stop doing SEO. As soon as you're done with one task, switch to another and then get back to the previous ones. Build links day after day — and don't forget to check your rankings.

I've told you dozens of secrets and explained dozens of tricks. And I'm always there to help you even more at dan@seoinpractice.com. Anyway, now it's you and only you who's fully prepared to shake Google's top.

And your persistence is your keystone to success.

You think I forgot to mention something? Nay. Here's the thing: **you're about to get your SEO certificate.**

Take the final quiz and make sure you're totally prepared to seriously run your website and escalate your customer flow.

And I've got another small surprise you will surely like. I'm letting you put your SEO Certificate logo on your webpage — to cement the trust of your friends and clients. Having an SEO Certificate means you have the knowledge and skills necessary to achieve results, and this expertise is confirmed by a trusted source. And lets you boast a bit ;)

Ready to go? Make one last step to becoming a certified SEO. Here's your final [SEO quiz](#).

6.8 Quiz

1. What is a link bait?

- The 8 quality factors that, if good, attract link partners.
- Interesting content people like to link to.
- A site where thousands of people exchange links.

2. Why are we trying to get links from traffic-rich pages?

- Google will put more value on a link from a traffic-rich page.
- Some of this traffic will come to you from this page.
- You'll have part of this page's traffic instead of the page itself.

3. Which of these lists is wrong?

- Non-free Internet directories: Business.com, Yahoo!, DMOZ.
- Ways to cheat when exchanging links: robots.txt, rel="nofollow" attribute, redirect.
- Link baiting techniques: event with "awards", YouTube movie, interesting picture.

4. What's Alexa Rank?

- A site's rank based on the number of keywords it uses.
- A site's rank based on how much traffic it's getting.
- A site's rank based on where a site appears in Alexa Search Engine results pages.

5. How can press-releases be good for SEO?

- You can include links to you in them.
- Google gives higher rankings to sites that distribute press releases.
- Press releases are no good for SEO at all.

6. Why does DMOZ directory look particularly reliable to Search Engines?

- Because it was found by Google.
- Because it carefully considers inclusion of each member.
- Because it's free.

7. What is social media?

- Non-state-owned TV channels, newspapers and magazines.
- TV channels, newspapers and magazines devoted to social advertising.
- Internet- and mobile-based tools for sharing information among people.

8. You specialize in *house insurance* and have got a website A. You're deciding between three different sites - which one will be a good link partner for you.

- Site B that has the same IP address as yours.
- Site C that has the same domain age - it was registered on the same day as your site.
- Site D that has the same keyword *house insurance* in the homepage's title.

