

# Search Engine Marketing

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## Back Links are vital to your website's promotion

It is no secret that links are one of the largest keys to achieving a high ranking in the search engines.

There is a lot of debate about what the best links are, how to get links, what links are not worth the effort and much more. Knowing what to believe and what not to believe can be a bit overwhelming and very confusing, this is why I achieve balance for your website and make the best decisions as a vital part of my service to you.

There are several factors that influence the value of a link.

**1- Internal or Back linking balance** – It is crucial that your internal linking be done correctly. Your navigation and internal links and the **number** of your internal, (hyperlinks,) must exceed those of your competition. The DOT, dynamic search engine optimization tool, takes care of that for you without you having to change your existing website.

**2- Follow or No Follow Links?** – There is no question that a link that is followed by Google is more valuable. That does not mean that a no-follow link is not valuable. Remember, not all links are for ranking, but for sales and traffic purposes as well. If a link will not help you in the rankings, but will bring in valuable traffic and possibly lead to a sale, then that link should also be obtained.

**3- Quality or Quantity?** – This may seem obvious that 200 PR0 backlinks are looked upon by Google as meaningless. I can buy 500 PR0 to PR1 backlinks for you and you might think that a large quantity of back links will increase your PageRank, (PageRank is abbreviated “PR” rated on a 1-10 scale.) If your competition has 1500 backlinks and you have 800, you will obtain a higher PageRank from Google if your competitors back links are weak. Weak means PR1 – PR2's from no-follow blogs. If these back links, no matter what value, are **not** content relevant, they are worthless.

**You can find out what your PageRank by downloading this FREE tool from Google**

<http://www.google.com/toolbar/ff/install.html#tbbrand=GZAZ>

**4- Back links from educational Organizations and Governmental websites, forums or blogs, (.edu's & .gov's or .com's)** – This question comes back to quality aspect. Generally speaking, .edu and .gov links are considered higher quality. Anyone who has attempted to get a link on a domain with this extension knows why they are higher quality. They are tougher to get. These back links are rated high and valuable by Google since their PageRank can be as high as PR7-9.

**5- Anchor Text** – Any careful link campaign will utilize the right keywords for the anchor text that is used to link to the domain it is mapped to from keyword research. However, this is an area where a lot of Internet marketers can get sloppy and lazy. When I offer a backlink opportunity as an extra promotion for

you or a backlink promotion as part of your monthly subscription, I verify the anchor text I specify with SEO Spy Glass.

**If you want to know how many backlinks you have, you can easily download and install the best FREE tool called SEO Spy Glass:**

<http://www.link-assistant.com/seo-spyglass/download.html>

**6- Page Rank (Authority)** - There is no question that a single link from a site with a higher page will help more than a link from 100 sites with no page rank. However, again there is a balance. Balance is natural and all links should be sought after if the price in time to acquire the link is right. I make sure this is the case for you.

**7- Deep Links or Home Page** – There are numerous places where you can put a link to your site where they only allow you to link to the home page, so, I link to pages other than your home page whenever I can. If linking to a **deep page** is an option in a particular link strategy, then I do it.

**8- Link Diversity** – I obtain for you Forum links, article links, blog commenting links, Google knol links, and directory links.

In the long run the best link building strategy is exactly what Google would suggest. That is to build content, resources and tools. This takes a lot more time and effort than most all other link building strategies, but in the end, these are some of the best links I can build for your website.

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Filename: Back Links.docx  
Directory: C:\Documents and Settings\Rob Wallace\My Documents  
Template: C:\Documents and Settings\Rob Wallace\Application  
Data\Microsoft\Templates\Normal.dotm  
Title:  
Subject:  
Author: Rob Wallace  
Keywords:  
Comments:  
Creation Date: 4/29/2010 6:09:00 AM  
Change Number: 6  
Last Saved On: 4/29/2010 7:52:00 AM  
Last Saved By: Rob Wallace  
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