

GADGET  
ONLINE  
SERVICES



SEARCH ENGINE OPTIMISATION IS THE ART OF  
VISIBILITY ON THE INTERNET...  
IF YOUR WEBSITE IS NOT OPTIMISED IT IS *INVISIBLE*  
TO THE SEARCH ENGINES...

## Link Building Cheat Sheet - Off-site Optimisation (Links Coming Into Your Site)

Link Factor	Comments	Notes
<b>Authority Sites</b>		
<i>Pagerank</i>	Links from relevent high pagerank sites are best	Higher the pagerank the better
<i>Deep Link</i>	Don't just link to home page also link to important internal pages	Keep the link juice flowing!
<i>Site / Page Topic</i>	Related sites offer the best value	Link back to relevent page
<b>Link Structure</b>		
<i>Text Links</i>	Use only simple text links	Link back to relevent page
<i>Anchor Text</i>	Use keyword in contextual link (anchor text)	Link back to relevent page
<i>Age</i>	Older links are more valuable	Links mature with age
<b>Link Hints</b>		
<i>Build slowly</i>	Link building should be gradual and natural	Too much too soon can look like spam
<i>Build plenty of links</i>	The more quality links the better	Don't confuse quanity with quality
<i>Links on page</i>	The fewer links on the page the better	Too many links on a page lose their value
<i>Do Follow</i>	Only links from Do Follow sites spread link juice	No follow = No point
<i>One way links</i>	One way links are the most valuable	Reciprocal links are still worthwhile
<b>Directories</b>		
<i>Yahoo</i>	Listing in Yahoo can be very valuable for new sites	Costs \$299 annually for commercial sites
<i>DMOZ</i>	Was the ultimate link	Good luck!
<b>Acquiring Links</b>		
<i>Where to find links</i>	Check your competitors	See * below
	Existing clients	Ask for reciprocal link

	Related websites	Ask for reciprocal link	
	Directories	Local or niche directories are best	
	Forums	Only use do follow sites	
	Blogs	Only use do follow sites	
	Social bookmarking sites	Only use do follow sites	
	Social networking sites	Only use do follow sites	
	Syndicate content	Distribute as widely as possible	
	Online press releases	Link juice not publicity is the aim	
	Linkbait	Go viral!	
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