

Link Building Strategy

- Obtain comprehensive list of inbound links of target website and competitors
 - Remove Links that violate Google's Rules by contacting site administrators of websites linking in.
 - Continue to request the links be brought down if not removed
 - After repeated requests then spam report them to Google
 - When removed request that they summon a Google bot
 - Extract links that are in line or can be adjusted to be in line with Google's best practices
 - Analyze Competitors links to search for opportunities for quality links
- Link building plan
 - Contact site administrators of quality websites from their good inbound link list with the purpose of adjusting links that are not structured to transfer the most link juice
 - Contact site administrators to adjust inbound links from quality websites that are not in line with Google's best practices
 - Extract links from competitors inbound link report that are quality links and identify sites that are not on target website list
 - Identify links that are from quality websites that link properly
 - Identify links from quality websites that are not linked properly
 - Contact website administrators to nurture an inbound links
 - Acquire links from sites that link properly
 - Teach website administrators of quality websites, that link improperly, how to link in line with Google's best practices
- Link building rules
 - Google's link requirement: "If the internet had no search engines would the link still be there?"
 - No more than 1 follow link from websites (if more is requested then a nofollow would be required on the additional links)
 - Must be anchored text link that appears natural in the paragraph
 - No naked url's if possible
 - Teach website administrators on how to link properly
 - Link from interior pages to interior pages (deep linking)
 - Limit inbound links per month to 15% of the total number of pages in target website
 - For website with 100 pages build links at maximum of 15 per month
 - Spread inbound links equally across website pages in the root directory
 - Create site architecture to steer link juice gained to the home page
- Link Baiting Strategies
 - Identify opportunities for guest blogging
 - Identify opportunities for comment on blogs
 - Identify opportunities for discussion
 - Create Blog link baiting strategy
 - Create website link baiting strategy