



# LINK BUILDING A QUICK GUIDE

**An experienced web technician will provide an estimation of the number of links needed to reach the top rankings on Google.**

These links will contain the agreed, relevant and specific keywords within the link text. This is done by analysing the link building strategies of top ranking competitors. We use a combination of techniques that are search engine friendly including one-way, three-way and reciprocal linking. All links are qualified for the criteria specified below and full bi-weekly reports detailing the link progress are provided.

Remember, there are many companies offering link building services, but beware of high numbers of high PR links for low amounts of money. Eg, 500 PR4 links for £500, which means the page that your link will be sat on will be a PR 0, or PR 1 at best, and the linking websites will not be themed or relevant. (They are usually directories or article sites). These links are not good enough to deliver your website to the highest rankings on Google for highly searched, highly competitive keywords.

Whichever SEO Company you decide to use, make sure you get the right results from your link building campaign by ensuring the following criteria is met:

### **Standard link criteria for all campaigns:**

- The given Page Rank (PR) for links is the PR of the page that your link will be placed on.
- The given Page Rank (PR) for links is for the link page.
- Relevant anchor text (link text) will be used.
- Links from **QUALITY** websites only, no link rings or bad neighborhood websites. Sites must not be poor quality outbound pilink resource sites only - they must be from GOOD quality, genuine sites.
- No link partners using cloaking, re-directs or other bad practices.
- Link page is already indexed by Google.
- No links on popup, pop-under style windows.
- No links on RSS/XML feeds.
- Each link from a unique domain name.
- Maximum 200 links on a page.
- No links from pages with same class C address.
- Links DO NOT need to be themed unless specified.
- Links must not be placed on temporary sites / or placed on a page where they are likely to be displayed only on a dtemperary basis.

### **Custom Criteria (Theme / PR/No. links per page):**

Work can be done to meet more specific criteria as required such as themed link partners, Page Rank, and number of links per page. Upon speaking with an SEO consultant they will provide you with a cost per link and the expected rate of delivery (links per month) based against your chosen criteria.