

3nd edition

One Way Link Building Tips

Secret Tips for Building
Quality and Natural Looking
Links to Your Site

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Link Building is the Key for Online Success

What is Link Building?

If you are in online business, you probably know that the success of your business in a great extent depends on your website position in search engines. The closer your link to the top of search results page is, the more visitors will click on it. Thus, for webmasters, it is important to optimize their websites for search engines and get as higher rank for their pages as possible.

Search engine optimization is the process of taking steps with your website to make it highly ranked by the search engines for your desired search terms. The key element in getting a higher page rank is **link building**. Building high-quality links to your website that appear natural to search engines is one and most important step towards increasing your page rank.

Why Are Links So Important For Your Online Success?

For two main reasons:

- 1) Links make your website get indexed by search engines so they begin ranking your pages for target keywords. The higher rank in search engines you have, the more visitors (and sales) you'll get.
- 2) Search engines use links to determine how relevant your web page is to search terms. By building links from relevant sites, you ensure that your web page gets indexed and ranked by search engines accordingly.

Link Basics

Before we get down immediately into link building strategies, let's look into link basics and define some most important linking concepts...

Link Designing

Typically a link consists of two parts:

- 1) URL (Uniform Resource Locator). This is the web address of the site your link points to.
- 2) Anchor text. This is the visible text of the link.

Example:

[Free Email Templates Collection](http://www.hotemailtemplates.com)

This is the link to our website at <http://www.hotemailtemplates.com>

The HTML code to generate a link is

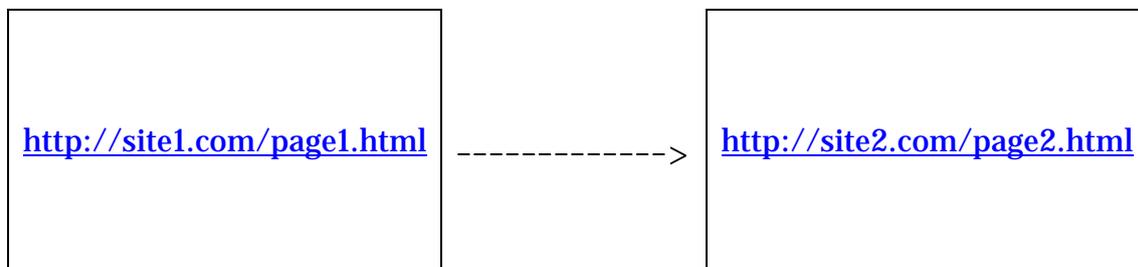
```
<a href="http://www.hotemailtemplates.com">Free Email Templates Collection</a>  
<-----URL-----> <-----Anchor text----->
```

Inbound and Outbound Links

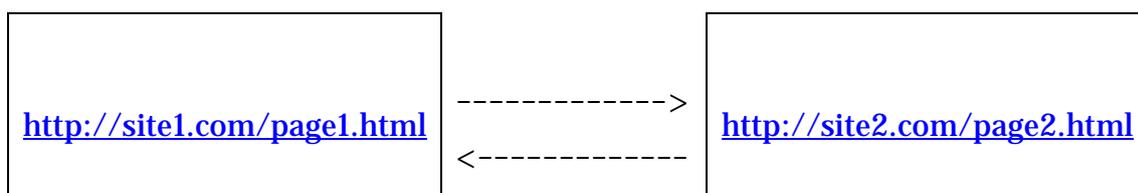
An inbound link is a link that points to your web page from a different page hosted on someone else's website. An outbound link is located on your website and points to someone else's page.

One Way and Reciprocal Links

One way link is a link that points from one web page to a page on someone else's website. On the picture below there is a one way link between Page 1 and Page 2.



Sometimes webmasters can agree to exchange links with each other. Those links are called reciprocal. The picture below shows the reciprocal links between Page 1 and Page 2.



One way links are more valuable than reciprocal links because the search engines “guess” about the secret agreement between the webmasters to exchange links and can often discount reciprocal links in some degree. Yet reciprocal links can still help if they are from most important pages.

Link Popularity and Link Reputation

When another website links to your web page, this will be used by search engines to vote for your website. Since search engines believe that some links are more important than others, you'll need to understand the concepts of Link Popularity and Link Reputation in order to build a natural looking link portfolio for your website.

Link Popularity is the quantity of links pointing to your web page from other sites. It can also be determined as PageRank passed to your web page. Some time ago, search engines ranked web pages depending on the number of links pointing to them. It was thought that good pages attracted more links.

Nowadays it is changed. Search engines don't rely on the pure link popularity anymore. They evaluate links based on their importance. To establish your web page as important, you can:

1. Get a lot of links from other pages
2. Get several links from already important pages
3. Use both 1 and 2 methods.

However, a few links from other important pages is the most effective way to get a higher page rank because the pages linked from important pages are themselves considered to be important (of course, the more links from important pages you'll have, the better). Just a few links from important pages can do more good than a ton of links from unimportant sites.

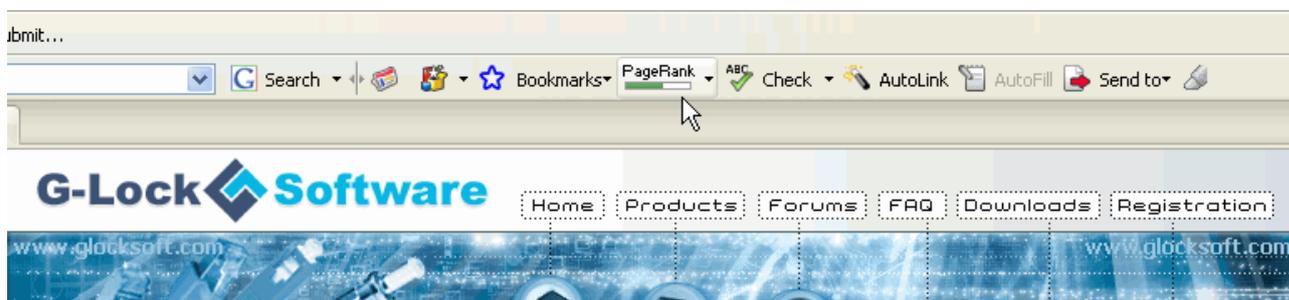
Link Reputation is connected with the type of keywords you used in your anchor text. It is used to determine relevance for certain search terms in the search engines.

So, you'll have two tasks to accomplish for a successful link building strategy:

- 1) get as many links from important pages as possible, and
- 2) smartly use your target keywords in the link anchor text.

Page Rank and Google Toolbar

The PageRank feature on the Google toolbar lets you know how important Google considers the page to be. When installed, the Google toolbar will show you the rank of every page you visit. Many experts consider the PageRank to be the most important factor in establishing the relevance of your web page for each particular search phrase typed into the Google search box.



How does Google Calculate the PageRank?

Google calculates the PageRank of your website by counting each incoming link to your site as a vote. For example, if www.site1.com has an outgoing link to www.site2.com, Google considers the link as a vote for www.site2.com. It's like if you were commending a reputable company to your friend – your recommendation strengthens his confidence in that company.

But Google doesn't rely on the pure count of the links coming to the site in order to calculate the PageRank. The search engine robots analyze the page linking to your site as well. The more relevant the linking page is to the keywords entered, the higher the importance that Google gives to your page. So, keep this in mind when you are thinking about getting one way links to your site, or organize reciprocal links.

When analyzing the linking page, Google takes into account the following on-page and off-page factors:

- The PageRank of the linking page
- Whether the linking page is on-focus or off-focus. If you have a financial website, an on focus link would be a link from another financial website. A link from a site about flowers would be considered off-focus
- The number of outgoing links on the outgoing link page. A page with 500 outgoing links will not be considered as relevant as a page with only 20 outgoing links
- The quality of the incoming links directed at the website of the outgoing link

So, the quantity and quality of links pointing back to your website are the major part of the Google algorithm to calculate the PageRank.

Does High PageRank Always Guarantee Top Positions In Search Results?

It's not quite true. You should not think that all you need to do is to get hundreds of links pointing to your website and you'll gain the number one position on Google. Google considers many factors when working out your website's rankings in search results. It often happens that a page with PR2, for example, gets a higher position than other pages that PR3 or 4. So, it's not the PageRank of a site that Google primarily focuses on when ranking a site for a set of keywords. Google must be also looking at something else to rank the sites in search results.

Google is known to look at these factors when ranking a web page:

- number and quality of the links from other sites;
- anchor text of the links;
- historical factors;

In the previous chapter we've already talked about the importance to get as many as possible backlinks from quality on-focus sites.

Let's stop at the anchor text and historical factors now.

The anchor text is the visual representation of the link. Gone are the times when it was important to have top keywords related to your site in the anchor text.

But you can't use the same anchor text for all links either. If you build links using the same anchor text, Google sees those links as spam and will discount them heavily.

After the recent Google Panda Update it's important that you diversify your anchor text in a 40%/40%/20% manner:

40% contain generic anchors like:

Click here

Read more

Go here

Find out more here

Find more info here

Learn more here

Visit this link

Click this link

Visit this site

Continue reading

etc.

40% contain a generic anchor and your domain, for example:

Visit yourdomain.com site

Click yourdomain.com

Visit my website domain.com

Read more on my site domain.com

Find out more at domain.com

Click on domain.com for a full article

And 20% of your anchors contain your keywords. That's enough to satisfy Google.

Historical factors Google takes into account are:

- When the link is discovered
- Whether the link changes with time
- How quickly the page gets links from other sites

Gaining links from other sites too quickly can result in your page to be de-indexed by Google. You should make the process of links growth as natural as possible.

What PageRank Should You Aim at?

The higher the better! The PageRank scale is between 0 and 10. If your site has the PageRank 0, 1, or 2, you should certainly consider establishing a link campaign to attract new links to the site to boost PageRank.

If your site has the PageRank 3 and you are competing for fairly non-competitive search terms, you should concentrate on on-page optimization. If you still don't achieve higher positions, then try to boost the PageRank to 4 or 5.

PageRank 4 and 5 are seen as fairly relevant sites and unless you are in a really competitive market, it is probably sufficient to rank well if the on-page optimization is in place.

PageRank 6 or higher is sufficient for almost any area of the market. If your site has PR6 or above, other webmasters will naturally want to link to you, so you will be offered reciprocal links almost every day, allowing you to further strengthen your PageRank with little effort.

How to Achieve Certain Google PageRank?

The table below gives a fairly good representation of how many external links, of certain PageRank values, are required to achieve a certain Google PageRank.

For example, if you want to know how many incoming links with PR4 are required to achieve PR4 for your site, you simply look down Links For PR column until you come to the 4 row and the answer is 18.7.

PR	Links for PR3	Links for PR4	Links for PR5	Links for PR6	Links for PR7	Links for PR8
1	560	3.06	16.805	92.416	508.279	2.795.530
2	102	560	3.06	16.805	92.416	508.279
3	18.7	102	560	3.06	16.805	92.416
4	3.6	18.7	102	560	3.06	16.805
5	1	3.6	18.7	102	560	3.06
6	0.6	1	3.6	18.7	102	560
7	0.6	0.6	1	3.6	18.7	102
8	0.6	0.6	0.6	1	3.6	18.7
9	0.6	0.6	0.6	0.6	1	3.6
10	0.6	0.6	0.6	0.6	0.6	1

So, you need 18.7 PR4 links to get the PageRank 4 for your website? Not always. This is certainly the case, if all the incoming links are from PR4 pages with less than 50 external links and the links are on-focus with your content. But the value of the PR4 link is reduced if there are more than 50 links on the page and the page topic is not on focus with your site. However, the table gives an indication of what you should be aiming at.

You might be interested to know what a PR4 link is worth, or a PR5 link is worth compared to a PR3 link, for example. So, to make this easy to understand, we listed the PR3 equivalents below.

PR2 link =	0.2	of a PR3 link
PR3 link =	1	PR3
PR4 link =	5	PR3 links
PR5 link =	25	PR3 links
PR6 link =	125	PR3 links
PR7 link =	625	PR3 links

So, as you can see from the table above, one PR6 link is worth 125 PR3 links. So, it seems fairly obvious that your time is better spent in trying to achieve a few quality links rather than bundles of lesser quality links.

We deliberately used the example of PR3 links. It is assumed that if a link does not appear on a page with PR3 at least, it is not worth having.

It's not quite true. You should consider having a link from a web page with PR2 or above if it is:

- On focus with your product or service
- The website's home page has a PR4 or above
- There are less than 50 links on the page
- There are no "[nofollow](#)"*** tags on the links
- There is no javascript redirect on the link
- The link is not redirected

Although link building is a laborious and time-consuming work, every website owner should be running an ongoing link building campaign.

Take the efforts to add the equivalent of 30 PR3 links to your site each month, preferably made up of higher PageRank links, i.e. 6 links with PR4 or PR 5 and 5 links with PR3. Don't go mad and try to bring in hundreds of links in one month, keep the progression as natural as possible.

Only Google knows exactly how PageRank works or what relevance is put on each PageRank value, but the tables have been extrapolated from all of the articles on the subject, together with our own experience of the effects of PageRank on our client's sites. The figures on the tables are rounded up and we make no claims to the absolute accuracy of the figures. These figures, however, do ring true, with our experience in the SEO industry.

***The new nofollow link tag is supposed to provide webmasters with the opportunity to add a link to their website without leaking PageRank to the page they are linking to. The nofollow tag was primarily designed to prevent blog spam and forum spam, where people simply go onto forums and leave pointless messages, in the hope to gain some benefit from the links on the blog or forum.

A hyperlink without the nofollow tag normally looks like this:

```
<a href="http://www.website.com">Link Anchor Text</a>
```

A hyperlink with the nofollow tag is not much different and would look something like:

```
<a href="http://www.website.com" rel="nofollow">Link Anchor Text</a>
```

In the next chapter we'll talk about the strategies to build links to your site and tell you how you can automate the link building process with a specially designed tool.

Link Building Strategies

Reciprocal Linking

In the past, the reciprocal links were the number 1 in the search engine optimization process. At present, their influence is reduced, yet they can still help improve your site rank.

Building links is a challenging process, and reciprocal links are often the easiest ones to acquire, especially for new brand sites.

From the other hand, keep in mind that reciprocal links are now considered less valuable than one way links. So, you should not count on them much. We recommend that reciprocal links make no more than 25% of the total amount of your inbound links. Swap the links only with the sites that are related to the theme of your page.

Remember that you are trying to build as natural looking links as possible, and nothing can seem more artificial to search engines than the links between two quite unrelated sites.

For example, reciprocal links between the site on home design and the site on gardening are ok. There is the relationship between those sites.

But the reciprocal links between the site on home design and the site related to SEO is not a good idea. The search engine will suspect the “agreement” between the sites to swap the links in order to increase the sites’ page ranks.

So, when exchanging links, remember that you’ll get best results from gaining links and linking to the sites that are related to your site

theme.

If you swap the links, you believe that the pages you are linking to from your site will be a good source of information for your own visitors. If you have a legitimate reason to reciprocate links besides just the intent to increase your page rank in search engines, you are less likely to be penalized for that reciprocal link.

Although the reciprocal links are considered as the second-class links by the search engines, they are still valuable because of the traffic they will send to your site. If the linking page is able to send you targeted traffic at least, you'll always get some benefit from it.

Submission of the Site to Web Directories

Natural and Artificial Link Structure

The only and most important aspect in the search engine optimization process is building of high-quality natural looking links to your site. This is the only way to improve your page rankings for a long-term period. The more incoming links the page has, the more popular it is with the search engines.

The secret to know when building your links is that search engines like natural link structure and hate artificial link structure.

Let's now determine the difference between natural and artificial links.

Natural links:

Artificial links:

- anchor text varies

- anchor text is the same

- grow in number gradually
- appear in great number suddenly
- tend not to be reciprocal
- many are reciprocal
- if the site exchanges links, the link points to reputable pages only
- the site links to link farms, or web rings, or isolated nodes

From a search engine's point of view, the best links are unrequested ones. The search engines tend to assign a higher ranking to the pages that people voluntarily linked to because they found the content great and informative and not because the webmaster worked hard to swap links.

One of the most effective ways to build natural looking links is to submit your site to free web directories. Maybe you won't believe but there is a huge amount of sites on the Internet that will let you add your link and ask nothing in exchange. Those sites are usually called "free-for-all" link pages because anyone can get them. This is for sure the easiest way to build a lot of links quickly.

We would recommend that you read the following tips and tricks on how to build the best link structure and improve your page rank.

Preparing the Website for Submission

Titles, Keywords and Description

Before submitting your site to free directories, make sure you have written your titles, keywords and descriptions.

The more titles you have, the better. They will become the anchor text for your link. The anchor text is important because it is used by search engines to determine how your link is relevant to search terms. Be aware that it seems suspicious to search engines if your

anchor text is exactly the same for all your links. To look natural, your anchor text should vary from directory to directory. Do not write the titles in ALL CAPS.

Diversify your titles in a 40%/40%/20% manner: 40% contain generic anchors like "Click here", "Read more", "Go here" etc, 40% contain a generic anchor and your domain, for example, "visit yourdomain.com", "click yourdomain.com", "visit my website domain.com", and 20% of your anchors contain your keywords.

Create at least 3 different keyword lists; they can contain the same keywords, simply reordered. Make sure you have some long tail keyword combinations in the keyword list (a long tail is a keyword set with 3 or more words).

Write one or two concise descriptions for your link. Variability in the descriptions is not as important as in the title, since only the title will be used as the anchor text for your link. Yet use your primary and secondary sets of keywords in the descriptions.

Check and recheck the spelling of all your text, including your links. Make sure you have tested any URLs you are using to fill out the forms, and then always use cut and paste to fill out any forms so that errors do not creep into your submissions.

Website Content and Structure

Make sure the website you are going to submit to link directories is finished and has no "under construction" pages.

If your website is overwhelmed with advertising and promotional material, it is likely to be rejected. Consider removing the advertisements for the time you will be submitting the site.

If you run a pure affiliate site, the directories can decline it too. Consider change the default site template to something exclusive so it looks like a usual online shop.

If your site is about gambling, porn, or has any other "suspicious" content, there is a risk to be rejected unless these types of sites are allowed by the directory Terms of Service.

Secret Tips for Successful Website Submission

Before we pass directly to the website submission methods, we'd like to share with you several secret tips that will help you succeed in your submission campaign.

Note that the admins of free non-reciprocal link directories will search for a reason to reject your site rather than approve it.

So, to succeed in the site submission to free link directories, you'll want to follow these rules:

#1. Choose relevant directories.

A relevant site is a page that is related to the theme of your link and mentions your keyword or a synonym of the keyword. Not every site is worth to place a link on. If, for example, you have a website related to gardening, it would be rather untimely to get a link from a page themed with cars. Why are relevant sites preferable? For two reasons:

- 1) The links on the relevant pages may bring your traffic because they are related to the page theme;

2) The search engines will consider these links as more valuable and your web pages will appear more relevant to your target search phrases.

#2. Submit your site only once.

Do not submit the same website to the same directory more than one time.

#3. Submit your home page only.

Do not submit deep links. The majority of the directories do not accept deep links. Most directories will allow you submit your domain only. To create deep links to your website, we would recommend that you use this [Social Bookmarking Tool](#). With this tool you can bookmark your page with more than 50+ social bookmarking sites. You can also place the "Bookmark It" button on your website and your visitors will be able to bookmark it with most Popular Bookmarking Services.

#4. Choose the relevant sub-category from the list.

Do not submit your site to the top-level category (unless this is allowed by Submission Guidelines). Remember that the admin will prefer rejecting your site rather than moving it to the appropriate sub-category.

#5. Read the directory Submission Guidelines.

If your website doesn't meet the submission requirements, you won't waste your time for the directory.

#6. Use the email address from the same domain.

Do not use a free email address when you fill in the form to submit your site. Many directories require the use of an email address from the same domain as your website is, or simply do not accept submissions with free email addresses.

#7. Build your links slowly.

We have already mentioned that Google records the speed at which the website gets inbound links. This is the case when the speed of acquiring links plays against you.

We highly recommend that you build your links slowly but at a consistent rate. The reason is simple: a naturally popular site gains the links regularly from people who are interested in sharing what they have found.

You may have 1000 free directories in your list but you do not want to blast them all at once. Google likes to see a steady stream of links to your site and if the site is new, will not expect a lot of back links to appear at once.

Finding the Right Frequency of Submission to Directories

One of more important things you should determine before you begin submitting the site is the frequency of the addition of your website to directories.

The frequency depends on several factors: 1) how old the domain is, 2) what PageRank the domain has, 3) the quantity and value of back links to the domain currently indexed by the search engine.

Check the table below to find the best frequency for your site:

<p>New Domain (New domains also include the sites that have a few back links and the sites that have been in search engines results for 3 months or less)</p>	<p>First week - max 8-10 directories per day</p> <p>Next 7-10 days - max 15 directories per day</p> <p>Rest time - 10-15 directories per day</p> <p>When the directories' list comes to the end, you should better add to max 5 directories per day during the last 10 days</p>
<p>Standard Domain (The sites that are less than 1 year old, display in search engine results, have some back links and indexed pages)</p>	<p>The best way is to start adding to directories with a high PageRank:</p> <p>First week - 15-20 directories per day</p> <p>Next weeks - 10-15 directories per day</p>
<p>Old Domain (The sites that are older than 2 years, have been more than 1-2 years in search engines, have the internal pages indexed, have back links from pages with PR3 or higher)</p>	<p>There are no special rules. It's enough to add the site on a consistent basis.</p> <p>It's recommended to submit to minimum 15 directories per day.</p> <p>When the directories' list comes to the end, the best way is to add to max 7-10 directories per day during the last 7 days.</p>

Note that there is no ideal method in the majority of cases. You should only remember that the submission process must be conducted in the moderate but consistent mode.

The worst thing is when someone submits the site to 150-300 directories a day with the same title, keywords and description.

The site can be filtered by the search engine and may not display for some keywords; or in the worst case the whole domain can be banned by the search engine.

Manual Website Submission to Directories

Submitting the site to directories is a tedious work that requires time and efforts. There is a considerable debate about whether the effort required gaining back links from Free Web Directories is worth the payback. In fact, you may request links from hundreds of free directories, but only receive dozens of actual links, often from Page Rank 0 pages.

So, how will you find free directories and what information about your site will you submit?

All you have to do is to conduct a search for the following combinations:

"add link" + your keywords
"add a link" + your keywords
"add your link" + your keywords
"add site" + your keywords
"add a site" + your keywords
"add your site" + your keywords
"add URL" + your keywords
"add your URL" + your keywords
"add website" + your keywords
"add a website" + your keywords
"add your website" + your keywords
"favorite links" + your keywords
"favorite sites" + your keywords
"submit URL" + your keywords

"submit your URL" + your keywords
"submit website" + your keywords
"submit a website" + your keywords
"submit your website" + your keywords
"submit link" + your keywords
"submit a link" + your keywords
"submit your link" + your keywords
"submit site" + your keywords
"submit a site" + your keywords
"submit your site" + your keywords
"link exchange" + your keywords
"link trade" + your keywords
"link swap" + your keywords
"recommended links" + your keywords
"recommended sites" + your keywords
"recommended places" + your keywords
"recommended websites" + your keywords
"cool links" + your keywords
"cool sites" + your keywords
"cool places" + your keywords
"cool websites" + your keywords
"suggest site" + your keywords
"suggest website" + your keywords
"suggest a website" + your keywords
"suggest your website" + your keywords
"suggest link" + your keywords
"suggest a link" + your keywords
"suggest your link" + your keywords
"suggest a site" + your keywords
"suggest your site" + your keywords
"suggest URL" + your keywords
"suggest a URL" + your keywords
"resources" + your keywords
"exchange links" + your keywords

You'll get hundreds of URLs of free directories you can submit your site to. Open every URL in a browser, check if the directory is themed with your site content, search for the relevant category if applicable, and click on "Add URL", or "Submit Link" or the like button to submit your link.

Generally, you'll be asked to provide the URL, link title, site description, and keywords. Keep in mind that your link will not appear on the site immediately. It will be sent to the webmaster for review. It can take from several days to several weeks (depends on the amount of link submissions the directory receives) for your site to be reviewed. They usually send you a confirmation when your link submission is approved.

Conduct a manual search for related sites and submit your links is a tedious work but it is worth it because you are getting links.

But who has the time and efforts to go through all the sites, find the best ones and submit links? You can't afford spending all your time for researching links only. You need the time to work on other aspects of your business.

To succeed, you need to work smarter not harder. You'll need to use more sophisticated link-building techniques that we'll reveal in the next chapter of this report.

Use of Directory Submission Tool

So, how can you build your links in time-saving and most effective manner?

The trick is to automate the process of link building. You need to have a system in place. You need a system that will allow you quickly and easily scatter the mountains of sites and uncover gold seeds.

There are many free and low cost tools you can use to help automate the registration process, as well as websites that will do all the work for a small fee. We would suggest avoiding the all-in-one web-based solution, as you cannot control how fast they register your site, and often limit you to only a single title and set of keywords and description.

The idea is to pick a tool and stick with it, so you can learn its quirks and get faster using it as time goes on.

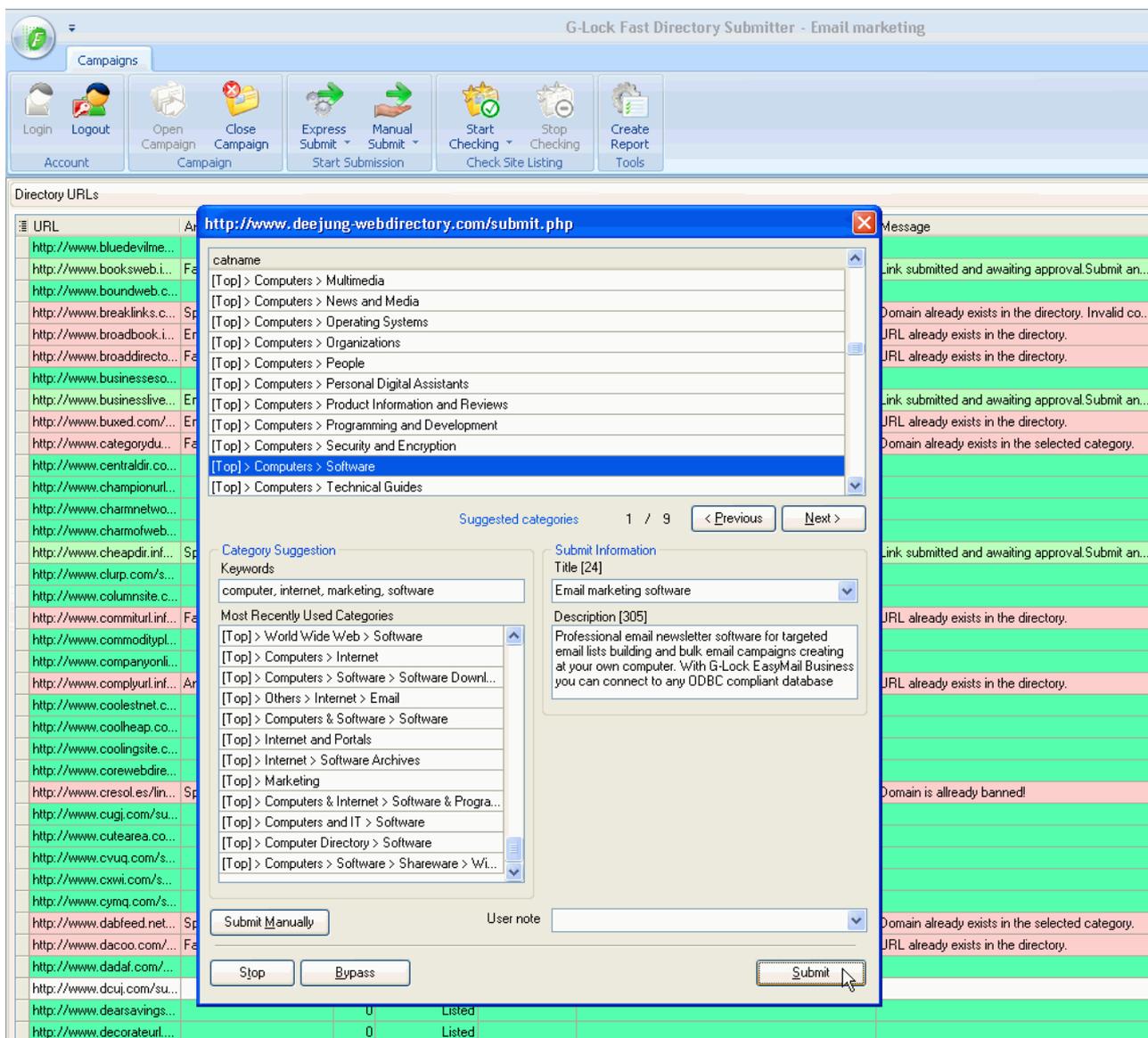
So, we created a tool just for this purpose. The application called **Fast Directory Submitter** that will help you submit the links to thousands of web directories (1500 and counting) in the quickest and efficient way making your links look natural for search engines. With smart build-in features of Fast Directory Submitter, you can save a lot of your time, money and generate natural traffic to your sites.

Here are the main reasons why use Fast Directory Submitter:

- ✓ we provide only FREE directories which do not require any submission fee or reciprocal link
- ✓ all the directories are indexed by Google [if the directory is not indexed, you just waste your time and money because nobody

will find your link]

- ✓ all the directories are located on different IP addresses [Google may not give the full weight to multiple links from the directories with the same IP address]
- ✓ you can submit your site under different anchor text and description [each submission looks as unique as possible and helps get your website listed in search engines under many different keywords and link titles]
- ✓ you control the submission process and can make sure your site is submitted to the right category [wrong category is often the reason for rejection]
- ✓ you can automate submission confirmation process [big time saver!]
- ✓ you can automate captcha solving [the submission speed increases in times!]
- ✓ you can check the directories for your website listing and add the URLs of the pages where your site is listed at to Backlinks Indexer [it helps you get thousands links pointed at your URLs valued by Google]
- ✓ you don't pay for more directories [we update the directory database at a regular basis – you don't have to pay for new directories]
- ✓ you get unlimited tech support for as long as you need it



You'll never lose your submission history because Fast Directory Submitter auto saves it for you. You can have a report about your submitted links at any time.

You can learn more about Fast Directory Submitter and download it at this page <http://www.fastdirectorysubmitter.com/>. On our website you can also subscribe to our free email newsletter to be notified about new video tutorials, receive tips, tricks and other useful information about SEO and link building.

Note that Fast Directory Submitter includes 1500+ free web directories. When you add a new website for submission, the new

campaign appears with the Free type. In the free mode the program allows you submit the site to 150 directories only. You can upgrade your submission campaign to the Gold type and submit the site to all the directories in the program database.

If you have your own web directory database and would like it to be added to Fast Directory Submitter, you can tell about it on our Forum at <http://www.justlan.com/forum/viewforum.php?f=9>