



# Link Building Basics

## Myths and Mistakes

**Search Engine**  
**STRATEGIES**  
CONFERENCE & EXPO®

[www.1ere-position.fr](http://www.1ere-position.fr)



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# Myth #1 about linking



Even with a PageRank **3**, a website can rank well on Google and also **for competitive keywords**.

You can have a PageRank **7** **and poor search engine ranking**.

Google decide when and which PR for any specific website, to attribute and to avoid **PageRank manipulation**.

Today, PageRank is more **a PR (public relation) than a criteria for SERP's**, and Google ToolBar an amazing marketing tool for Google for both his propaganda, bounce factor and comportemental data analysis.

PageRank in SEO has been, Think **Trust Rank and users needs**.



# TOP 5 mistakes

## Link building tactics



# Mistake #1 writing a link

Bad links for users and search engine ☹️

[Click here](#)

[Read more](#)

[Link](#)

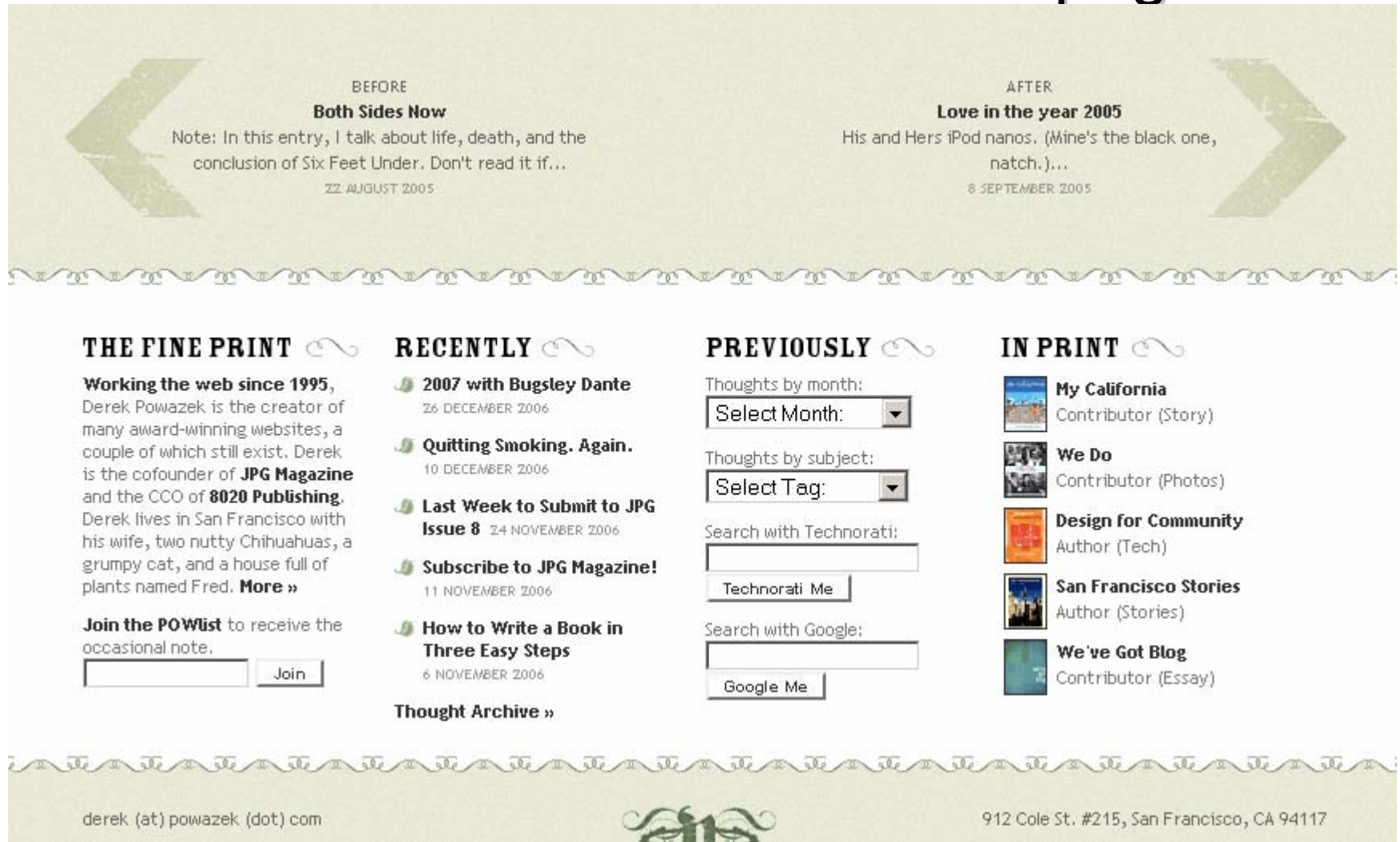
Good link for users and search engine 😊

1<sup>ère</sup> Position : [Agence Search Marketing](#)

HTML : `<a href=http://www.1ere-position.fr/>Agence de Search Marketing</a>`



# Mistake #2 locate link into a page



**BEFORE**  
**Both Sides Now**  
Note: In this entry, I talk about life, death, and the conclusion of Six Feet Under. Don't read it if...  
22 AUGUST 2005

**AFTER**  
**Love in the year 2005**  
His and Hers iPod nanos. (Mine's the black one, natch.)...  
8 SEPTEMBER 2005

**THE FINE PRINT**  
**Working the web since 1995,** Derek Powazek is the creator of many award-winning websites, a couple of which still exist. Derek is the cofounder of **JPG Magazine** and the CCO of **8020 Publishing**. Derek lives in San Francisco with his wife, two nutty Chihuahuas, a grumpy cat, and a house full of plants named Fred. **More »**

**Join the POWlist** to receive the occasional note.

**RECENTLY**

- 2007 with Bugsley Dante**  
26 DECEMBER 2006
- Quitting Smoking. Again.**  
10 DECEMBER 2006
- Last Week to Submit to JPG Issue 8**  
24 NOVEMBER 2006
- Subscribe to JPG Magazine!**  
11 NOVEMBER 2006
- How to Write a Book in Three Easy Steps**  
6 NOVEMBER 2006

**Thought Archive »**

**PREVIOUSLY**

Thoughts by month:


Thoughts by subject:

Search with Technorati:

Search with Google:

**IN PRINT**

- My California**  
Contributor (Story)
- We Do**  
Contributor (Photos)
- Design for Community**  
Author (Tech)
- San Francisco Stories**  
Author (Stories)
- We've Got Blog**  
Contributor (Essay)

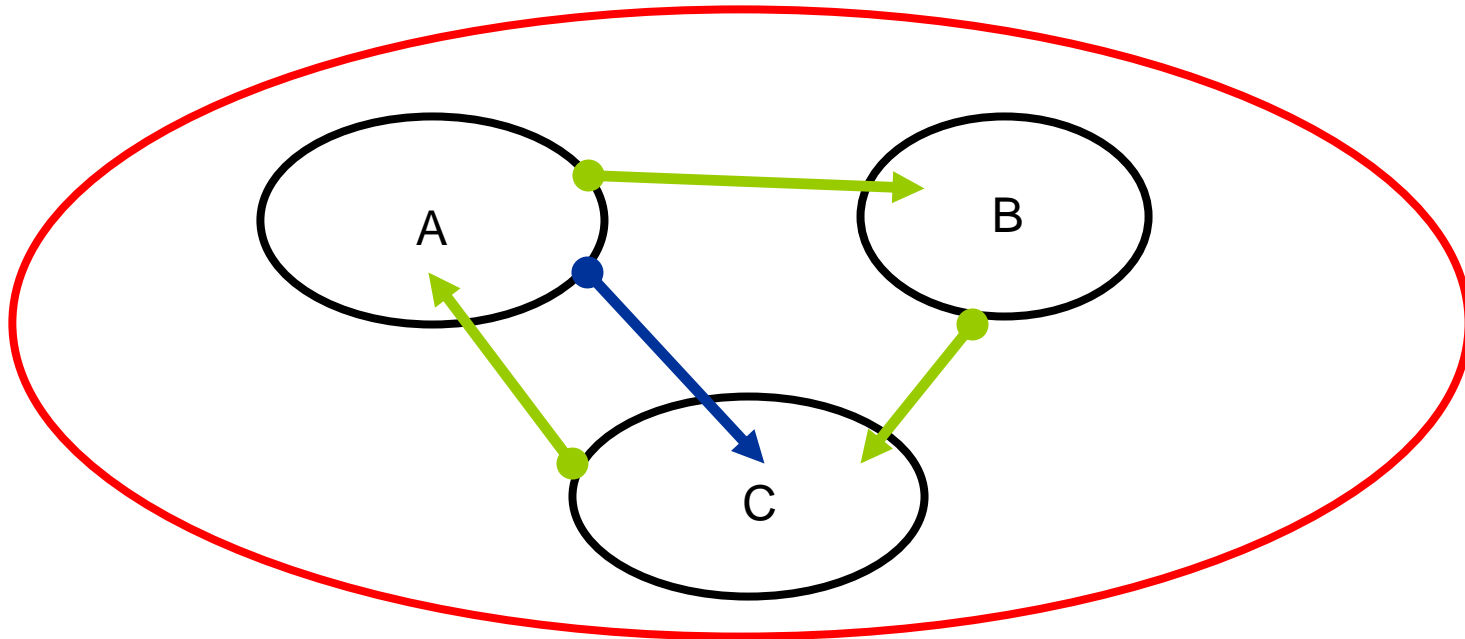
derek (at) powazek (dot) com  912 Cole St. #215, San Francisco, CA 94117

Source : <http://www.powazek.com/2005/09/000537.html>



# Mistake #3 link exchange and juice

Reciprocal link exchange with same IP server



Hosting Server : 1 IP ex : 67.75.23.133



**Bonus** : Don't always create links to your homepage, send popularity to internal pages !

# Mistake #4 link redirect

Don't know why, tech guys prefer link redirect in 302...

Entrez l'url d'une page:

## Entête HTTP:

**URL:** <http://www.toutrenover.com>

HTTP/1.1 302 Found

Date: Sat, 15 Mar 2008 22:06:06 GMT

Server: Apache

Location: <http://www.leroymerlin.fr/>

Vary: Accept-Encoding

Content-Type: text/html; charset=iso-8859-1

Set-Cookie: Impubcookie=386377920.20480.0000; path=/

<http://tools.apocalx.com/entete-http/>

Htaccess on Apache server :

Options +FollowSymlinks

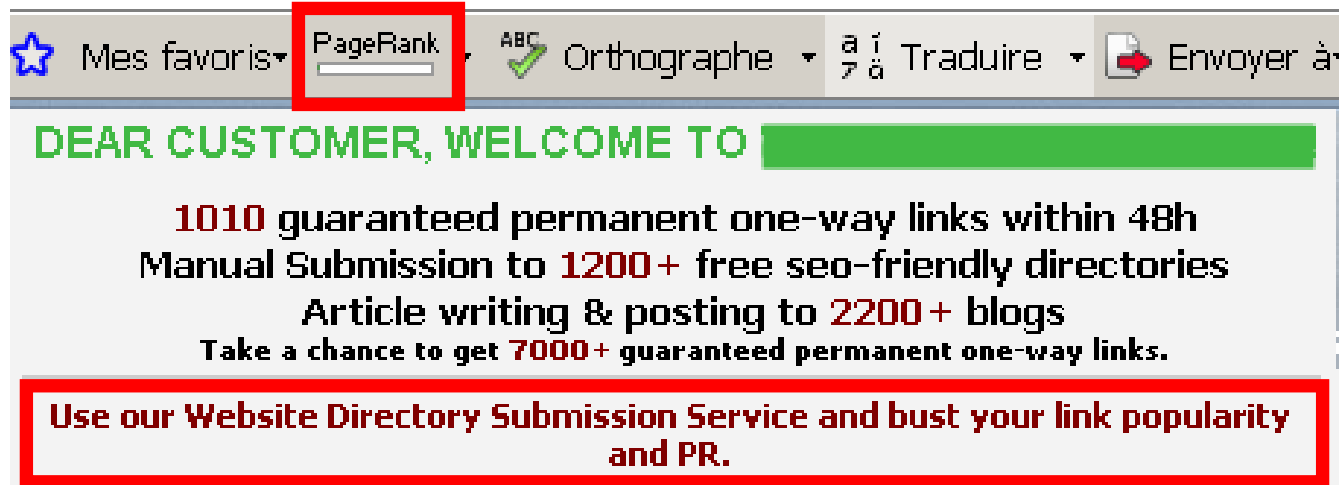
RewriteEngine on

rewriterule ^(.\*)\$ http://www.newdomain.com/\$1 [R=301,L]



# Mistake #5 FFA and \$FA

Run far away from Links Farms, Free For All Link, Link Buying



The screenshot shows a browser interface with a search bar containing 'PageRank'. Below the search bar, there is a green banner with the text 'DEAR CUSTOMER, WELCOME TO'. The main content of the advertisement lists several services: '1010 guaranteed permanent one-way links within 48h', 'Manual Submission to 1200+ free seo-friendly directories', 'Article writing & posting to 2200+ blogs', and 'Take a chance to get 7000+ guaranteed permanent one-way links.' A red-bordered box at the bottom of the advertisement contains the text: 'Use our Website Directory Submission Service and bust your link popularity and PR.'

*A good link is a link that we want to click on. Confusus*





## “A la mode” : SuckerFish Link Strategy

SuckerFish or Remoras are elongate brown fish in order Perciformes and family Echeneidae. Their distinctive first dorsal fin takes the form of a modified oval sucker-like organ with slit-like structures that open and close to create suction and take a firm hold against the skin of larger marine animals such as sharks.



Follow big whales of blogosphere and comment on their blog with your URL !

Share for real

Do not try to hide your name

Check code and rel=[nofollow](#)

Crédit photo : <http://druglaw.typepad.com/photos/uncategorized/2007/04/21/remora.jpg>



## SuckerFish Link Tactic 2



Follow the Buzz of the day and write an article on your blog

Find a new way to talk about it, propose new kind of content (video, pic, ...)

Put your source on your article with links (target \_blank)

Enable trackbacks

Allow RSS feed

Be first to write !

Get FREE natural and relevant backlinks



Crédit photo : [http://www.fishcrazy.net/2006/dave\\_remora.jpg](http://www.fishcrazy.net/2006/dave_remora.jpg)

# An example of natural linkbaiting



200 000 views in 14 days

613 new links to video page on [Dailymotion](#)

THE Tips :

Be **remarquable !**

Copyright : **Seth Godin**  
In [Purple Cow](#)

Content *still* king...

And Blog is **Emperor !**



Like with what you've heard ?

Disagree ?

Leave your opinion on our blog :

<http://www.1ere-position.fr/blog/>



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<http://www.1ere-position.fr/davidd>

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