

# Understanding Link Popularity

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**ALLIANCE-LINK**

*Linking forward...building trust.*

## What We'll Cover:

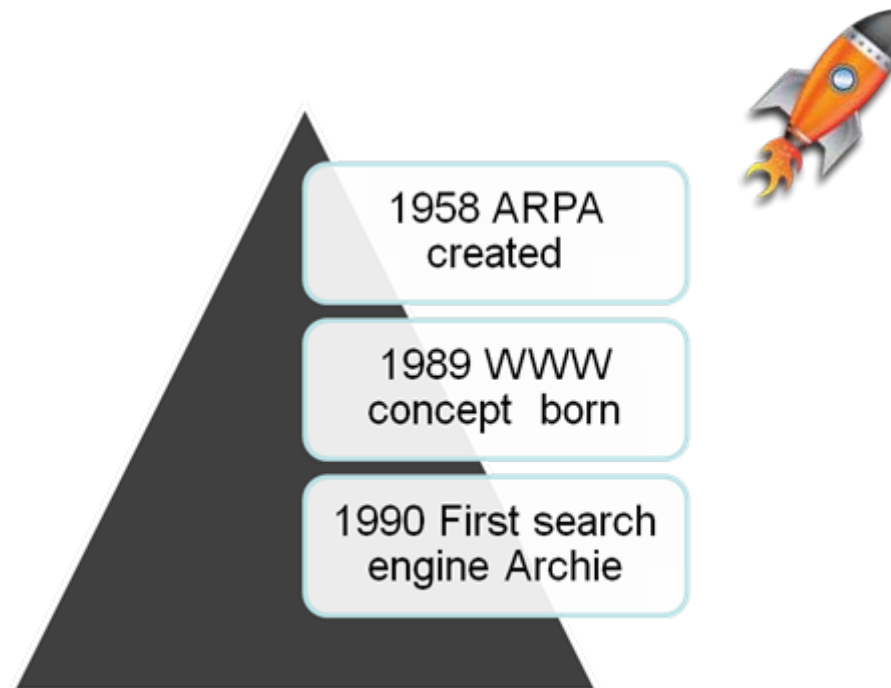
# What is Link Popularity?

- Why links are valuable  
How link popularity works
  
- Ranking influences  
External and internal factors

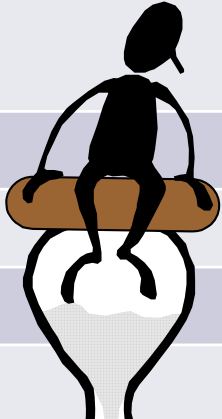


# Link Building Isn't Rocket Science. But...

There *is* rocket science behind link building.



# Search Engines Were Born

| 1990        | 1991   | 1993   | 1994       | 1997           | 1998       |      |
|-------------|--|--------|------------|----------------|------------|------|
| Archie      | Gopher   | ALIWEB | WebCrawl   | Ask Jeeves     | <b>MSN</b> |      |
|             |  | Excite | Lycos      | Northern Light |            |      |
|             |  |        | Alta Vista | <b>Google</b>  |            |      |
|             |  |        |            | Infoseek       |            |      |
|             |  |        |            | Inktomi        |            |      |
| Directories |  |        |            | <b>Yahoo!</b>  |            | DMOZ |

Over time, search engines debuted and fizzled. Those who improved their algo's survived.

# What is link popularity?

Link popularity measures the quality and quantity of links pointing to a website.

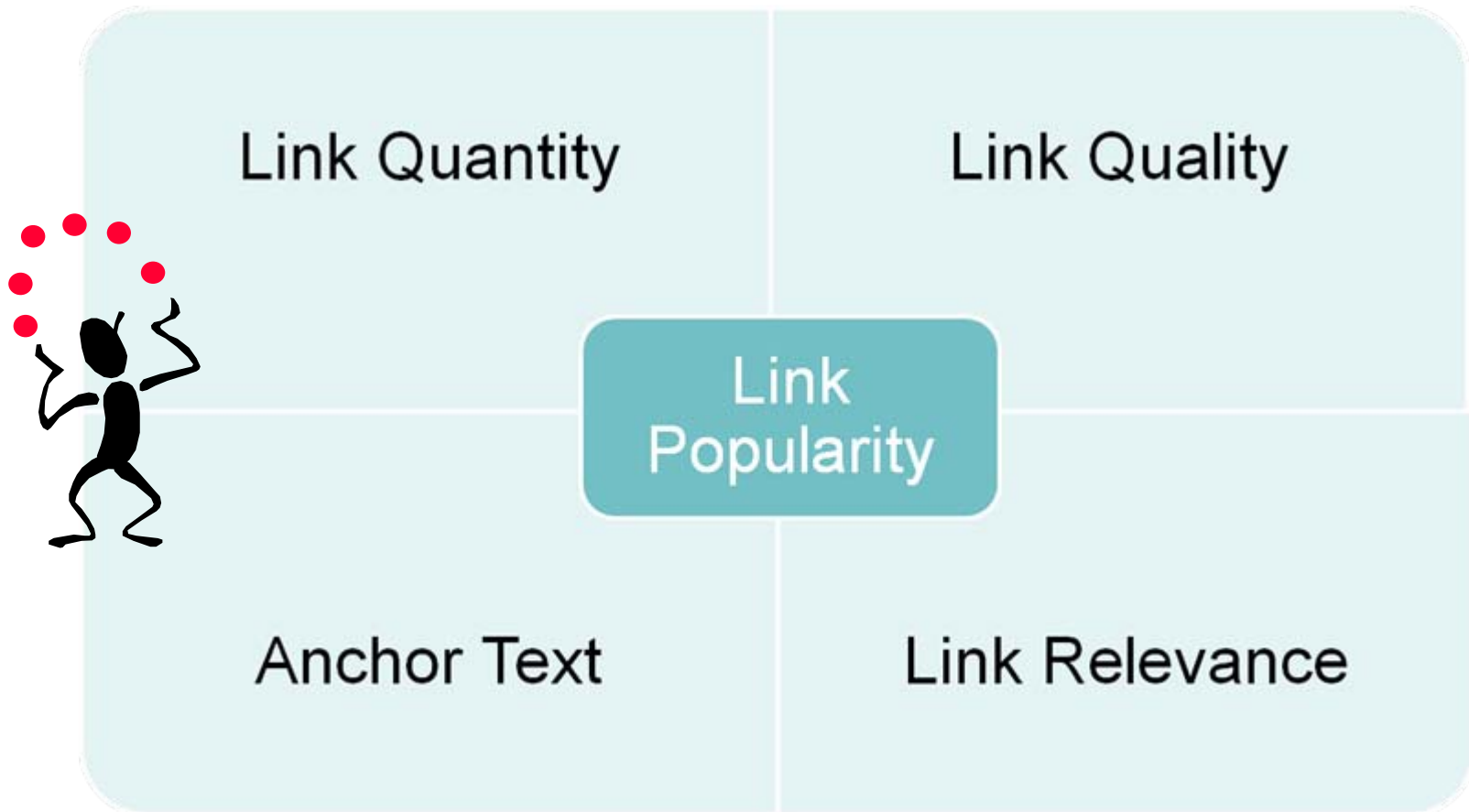
All the major engines use it

Considered an off-page factor

slang →  
Link pop  
Link juice  
Link reputation

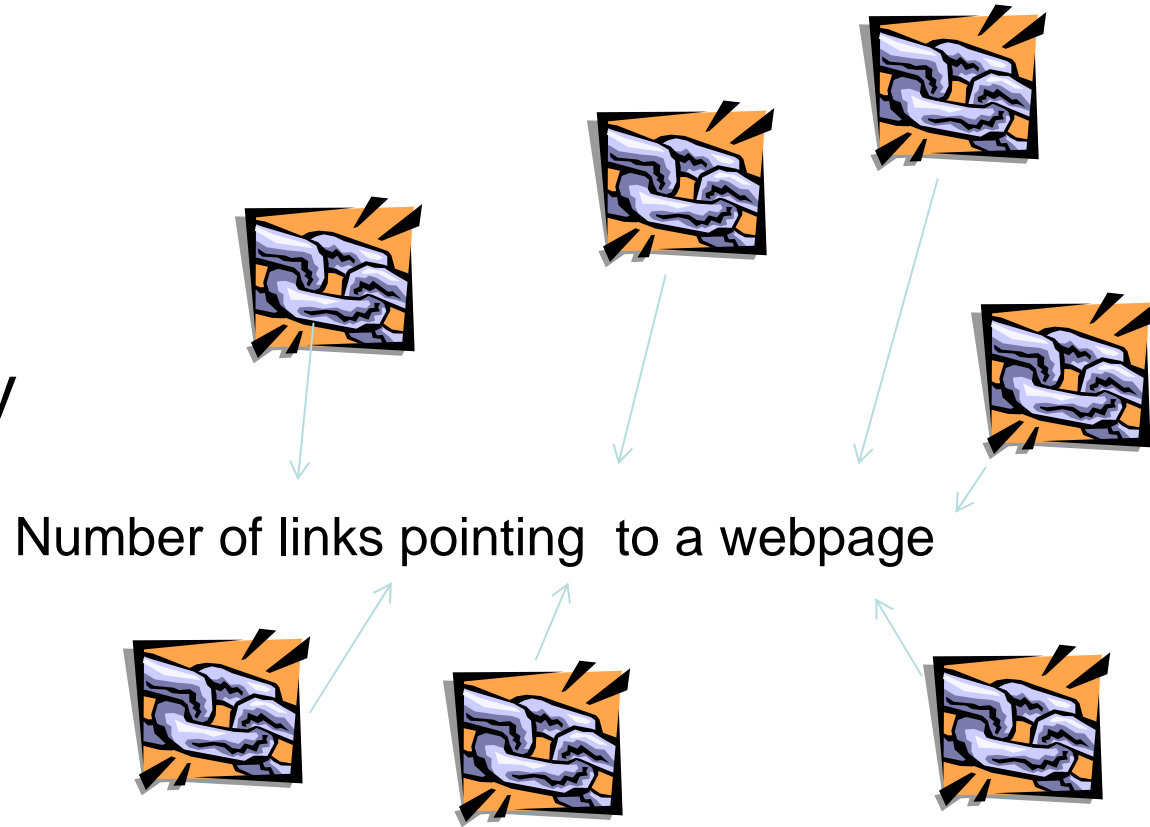


# Four Components Of Link Popularity



# Link Quantity

Link Quantity



# Link Quality

Determined by the authority of the host sites and the sites linking to them



Sites channel their quality when they link out to other sites

But rankings aren't determined by quality alone. To be sure the query is relevant to what the searcher is looking for, search engines need to use anchor text.



# Anchor Text



A *query* ranking indicator

Endorsement of what's to come

Anchor text is the clickable part of the link you see.

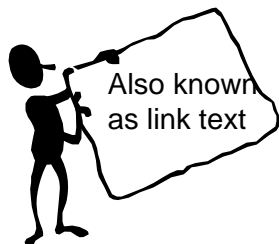
renting saddle horses

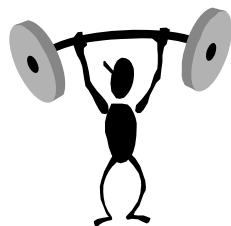
Google Search

I'm Feeling Lucky

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<a href="http://www.horsesforhire.com">Renting saddle horses</a>
```

**Anchor text**





The power is in the anchor text

# Link Relevancy

An aerial, isometric view of a residential neighborhood. The houses are multi-story with brown roofs and light-colored siding. There are streets with yellow double lines, parked cars, and green lawns. The scene is brightly lit, suggesting a sunny day.

Links *to* and *from* contextually relevant or “thematically related” sites convey more authority.

Stay in your *link* neighborhood

Linking *out* and being linked *to* establishes where your site belongs.

Search engines read the text around links.

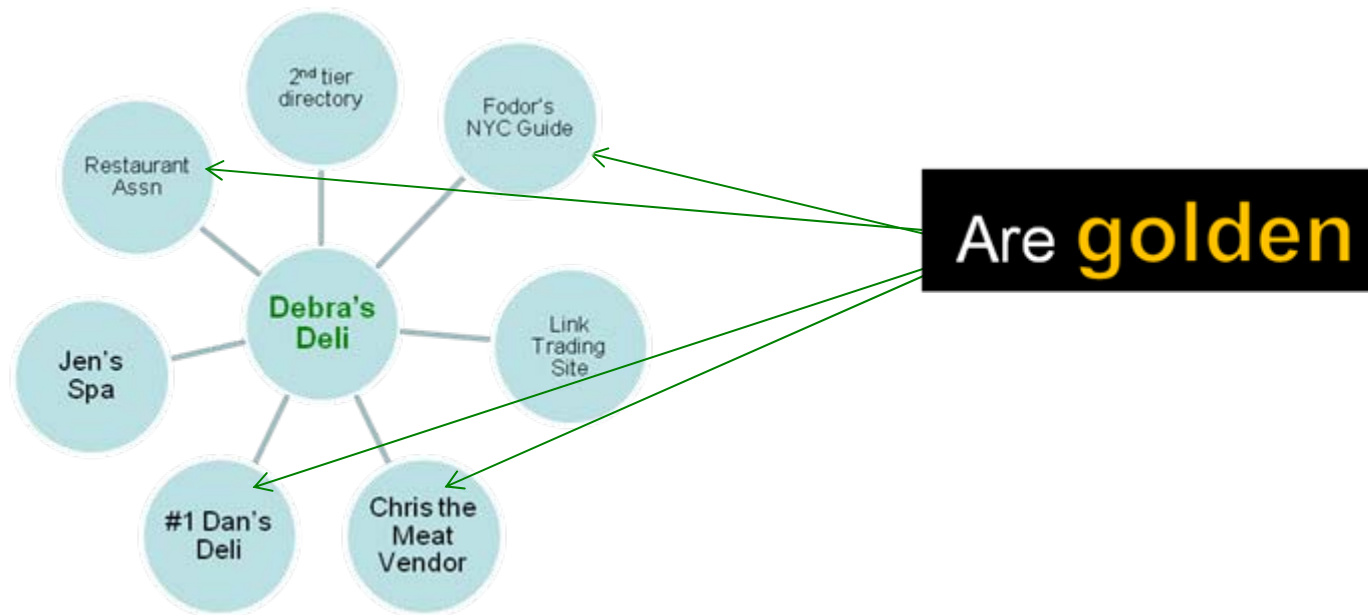
Links from contextually relevant or “thematically related sites convey more ***authority...***

# What Are Authority Sites

Rank well

Well known within your niche (and in general)

Have strong inbound links



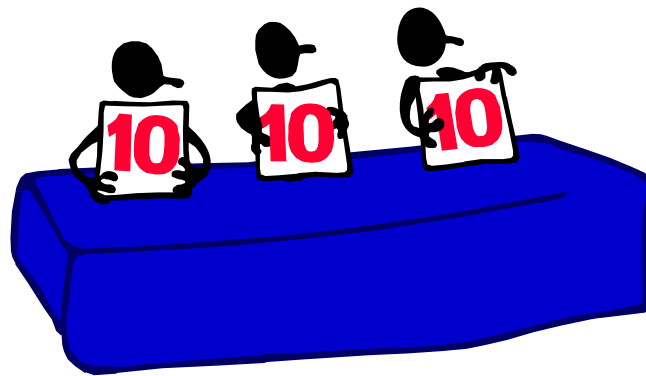
# So What About PageRank™?



PageRank™ is a link analysis algorithm used by *Google* to determine the quality factors of a page based on it's inbound links.

*"Google looks at more than the sheer volume of votes, or links a page receives; **it also analyzes the page that casts the vote.** Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important".*

How you go about getting links,  
plays a big part in *how* successful  
you'll be online.



# Linking Factors To *Avoid*

- Rate of link acquisition

Build slowly, increase content

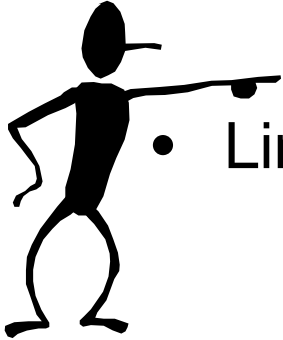
- Repetitive anchor text

Avoid using same anchors and URL's. Deep link when possible



*Just bought 500 sites-wide links eh?*

# For Optimal Linking *Success*:



- Link out!

Helps establish your community presence.

- Place links in content areas

Avoid navigation and sponsored areas

- Implement a wide array of linking tactics

Don't use same tactic over and over



# For Optimal Linking *Success*:

- Avoid sites that look like candidates for spam reports
- Understand all links have value
  - Determine traffic value for those blocking link pop
- Concentrate on securing links from authority sites



# For Optimal Linking *Success*

- Redirected links or links passing through third party sites (affiliates) will not pass link popularity.
- Use consistent URL's/redirect via 301



# Let's Summarize

- Link with authority sites in your industry.
- Link slowly.
- Use several different linking tactics
- Vary anchors (include URL and “click here”)
- Deep link.
- Be consistent in the URL's you use.
- Stay in your topical or complementary community
- Balance adding links and content



Thank you!

ALLIANCE-LINK

*Linking forward...building trust.*

[www.alliance-link.com](http://www.alliance-link.com)

The Link Spiel

<http://thelinkspiel.blogspot.com>





























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