

Link Building Tools & Tactics

SIDDHARTH LAL

BRUCE CLAY INDIA

CEO

BRUCE CLAY
INDIA
Global Internet Marketing Solutions

**CONFERENCE
& EXPO**

**New Delhi
4–5 December**

SIDDHARTH LAL



Best Phone Deals

www.bestphonedeads.com.au

Authorised Dealer of **TRG** & **dodo**

BRUCE CLAY
INDIA
Global Internet Marketing Solutions



Connect with me:

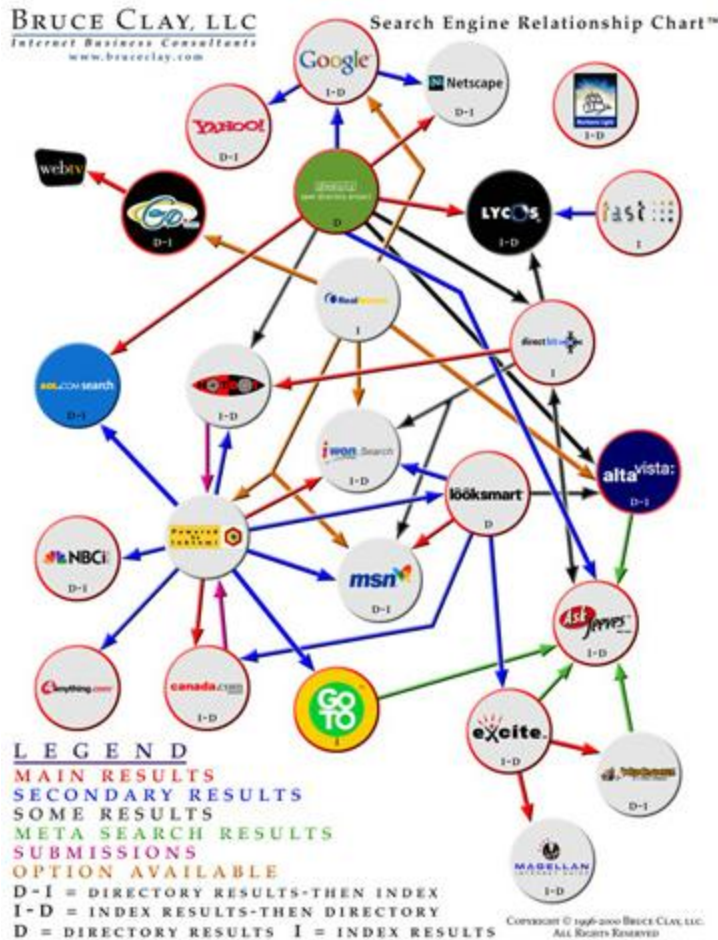
Email: slal@bruceclay.com

Twitter @siddlal

Linkedin:

in.linkedin.com/in/siddharthlal

History of Links – Pre Google – A complex world!



Lots of search engines

High quality human maintained indices

- slow to update
- narrow coverage

Automated search engines

- low quality
- used keyword matching, easy to manipulate

Source: <http://www.BruceClay.com/in/>

History of Links – Why are links important?

Google – New Kid on the block – game changer



Google harlan matles menlo medical

About 19,300 results (0.30 seconds)

Advanced search

Everything
Images
Videos
News
Shopping
More

San Francisco, CA
Change location

Show search tools

1 **Harlan Matles, MD - Menlo Park, CA**
★★★★★ 3 reviews
3 Reviews of Harlan Matles, MD "I'm picky when it comes to choosing a primary care physician, but got a promising recommendation for Dr. Matles from my ...
Show map of 1300 Crane Street, Menlo Park, CA 94025-4260
www.yelp.com › ... › Doctors › Internal Medicine - Cached - Similar

2 **Dr. Harlan Matles, MD - Menlo Park, CA - Internal Medicine**
Internal Medicine. Get a FREE Background Report
and detailed ...
Results - Cached - Similar

3 **CAP - Harlan Matles - Menlo Medical Clinic**
Menlo Clinic - Affiliated with Stanford Hospital
Clinic 1300 Crane St MC 5804 Menlo Park, CA 94025
www.menloclinic.com/profiles/Harlan_Matles

4 **Harlan Matles, M.D. - Menlo Park, CA**
Harlan Matles, M.D. specializes in internal medicine and meets with patients by appointment
information about ...
Menlo Park, CA, 94025. Get maps and contact
information ...
96631 - Cached

5 **Harlan Matles | LinkedIn**
Harlan Matles's Overview. Current. Physician at Google; Physician at Menlo Medical Clinic; Physician at Baysport. Education ...
www.linkedin.com/pub/harlan-matles/5/999/1 - Cached - Similar

6 **Dr. Harlan Matles, Internal Medicine - Doctor MD in Menlo Park, CA**
★★★★★ 13 reviews
Dr. Harlan Matles, MD. Winner of Patients' Choice Award. Affiliated with 4 Star Hospital

more relevant, higher quality

how often the query terms occur in the document

where the query terms occur, e.g., title, URL, ...

document quality signals like PageRank

less relevant, lower quality

Link Structure

- used to calculate quality ranking of each web page (PageRank).

Link Anchor text

– Relevance of the current page
+ associated it with the page the link points to. (Votes)

Proximity Information
- of word occurrences

Source: <http://www.google.com/competition/howgooglesearchworks.html>

Are Links Dead?

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google inc

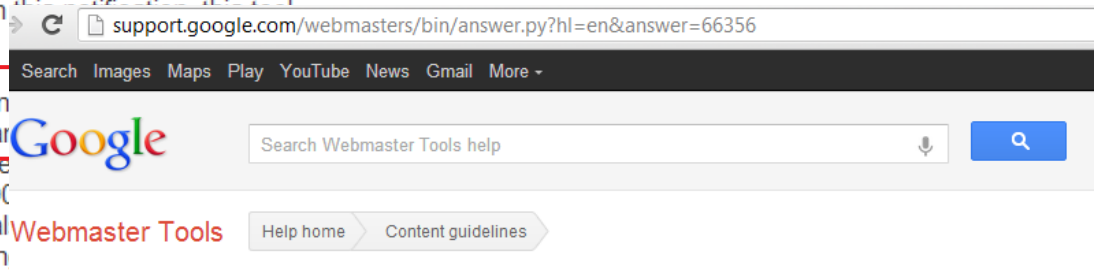
A new tool to disavow links

Tuesday, October 16, 2012 at 1:43 PM

Webmaster level: Advanced

Today we're introducing a tool that enables you to disavow links to your site. If you've been notified of a manual spam action based on "unnatural links" pointing to your site, this tool can help you address the issue. If you haven't gotten notified, this tool generally isn't something you need to worry about.

First, a quick refresher. Links are one of the most well-known factors in Google search results. By looking at the links between pages, we can determine which pages are reputable and important, and thus more likely to be ranked higher. This is the basis of [PageRank](#), which is one of more than 200 factors that determine rankings. Since PageRank is so well-known, it's always been a target for linkspam, and we fight linkspam constantly with algorithms and by taking manual actions.



Source:

<http://googlewebmastercentral.blogspot.in/2012/10/a-new-tool-to-disavow-links.html>

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=66356>



Content guidelines

Site title and description

Blocking Google

International

Link schemes

Your site's ranking in Google search results is partly based on analysis of those sites that link to you. The quantity, quality, and relevance of links influences your ranking. The sites that link to you can provide context about the subject matter of your site, and can indicate its quality and popularity.

Any links intended to manipulate a site's ranking in Google search results may be considered part of a link scheme. This includes any behavior that manipulates links to your site, or outgoing links from your site.

Importance of links within other SEO elements

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers			Ph ⁺² History
Ce ⁺² Engage						Ps ⁺¹ Social
Cf ⁺² Fresh						

FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

VIOLATIONS

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
	Vh ⁻¹ Hidden		VI ⁻¹ Link Spam

BLOCKING

Bt ⁻¹ Blocking	Bp ⁻³ Blocking
-------------------------------------	-------------------------------------

OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Vs	STUFFING	Do you excessively use words you want pages to be found for?

Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
Vc	CLOAKING	Do you show search engines different pages than humans?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
VI	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

Written By: [search engine land](#) Design By: [COLUMN FIVE](#) Learn More: [HTTP://SELND.COM/SEOTABLE](http://SELND.COM/SEOTABLE) Copyright Third Door Media

Links are everywhere

Social Media Links –

Twitter, Facebook, LinkedIn, Google+, YouTube
Pinterest, squidoo, StumbleUpon, Tumblr, scribd,
slideshare

Guest Posts on authority sites

Blogs

Forums

Directories

Press Releases

Article Submissions



Link Building – What not to do!



Don't let Google catch you with your pants down!



JC Penney, a retail giant in USA, lost search engine rankings significantly when it was exposed for buying links, in order to manipulate rankings.

Feb 2011

Forbes, the extremely popular magazine web site got penalised for selling links on their website.

Forbes

Feb 2011



DecorMyEyes was penalised for using negative comments for link building.

Dec 2010

Google had penalised its own properties such as Google Chrome and Google Japan for being involved in purchasing of links.



Jan 2012 - Chrome, Feb 2009 - Google Japan



Bad Link Building – It adds no value to the Internet

Example – Posting the same article in multiple directories

www.articleseen.com/Article_Online-auto-insurance-and-advantages_41735.aspx

Article Seen
Be Seen in a PR4 Article Directory

Home Submit Article Top Authors Tips & Tricks Article Archives Fea

Home > Finance > Insurance > Online auto insurance and advantages

Online auto insurance and advantages

Posted On : Nov-15-2010 | seen (77) times | Article Word Count : 433 |

“The Online Auto Insurance Is A Very Famous One As There Is No Needs To Get The Documents Verified And Then Wait For The Sanctioning Of The In

There is no other big deal when there is the advent of the internet in every phase of the human life. There is the effect seen right from the small kid up to the age old adults who prefer to do everything online. If that much is done online, then why not the Online auto insurance? Yes, that is also possible with the insurance companies and the banking agents having set up the web sites for the same. There is the tremendous online trading that is

rticles.com/article/Online-auto-insurance-and-advantages/3650681/

GOARTICLES.com
The Web's Largest Free Content Article Directory

Search I Article C

Home Submit Articles Author Guidelines Publisher Guidelines Content Feeds RSS

Alfred Oliver



 [RSS Feed](#)

 [Report Article](#)

 [Publish Article](#)

 [Print Article](#)

 [Add to Favorites](#)

Online auto insurance and advantages by /

in [Insurance](#) / [Auto](#) (submitted 2010-11-15)

Related Results

[All about Life Policies](#)
Features, benefits and premiums of insurance policies of 21 companies.
[ApnaPaisa.com/lifeinsurance](#)

[Phoenixville Accounting](#)
The TaxTacklers Online Tax Preparation for Less
[www.TaxTacklers.com](#)

AdChoices  Chitika | Opt out? 

There is no other big deal when there is the advent of the internet in every phase of the human life. There is the effect seen right from the small kid up to the age old adults who prefer to do everything online. If that much is done online, then why not the Online auto insurance? Yes, that is also possible with the insurance companies and the banking agents having set up the web sites for the same. There is the tremendous online trading that is happening and the insurance companies have made of this opportunity. The Online auto insurance is a verv

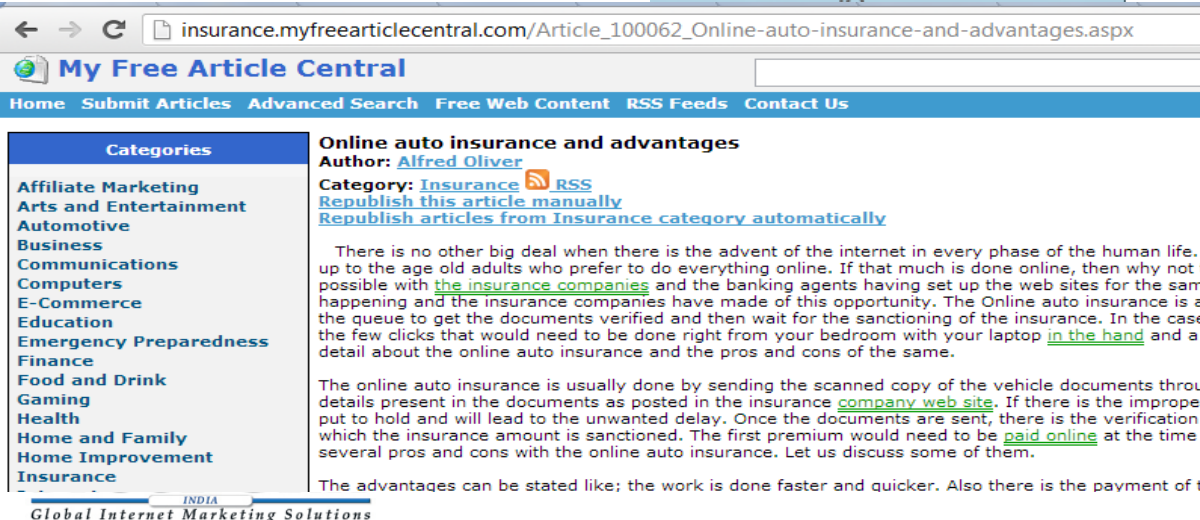
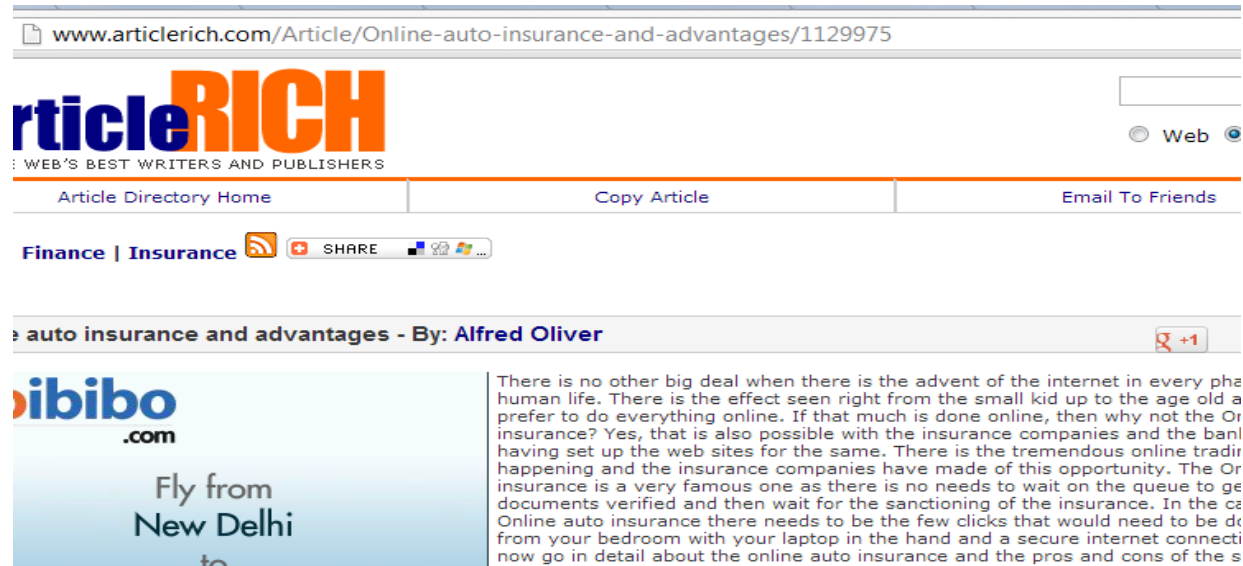
Poor quality article

Bad Link Building – It adds no value to the Internet

Example – Posting the same article in multiple directories

Clients

-Are you willing to gamble with your brand for short term gains?

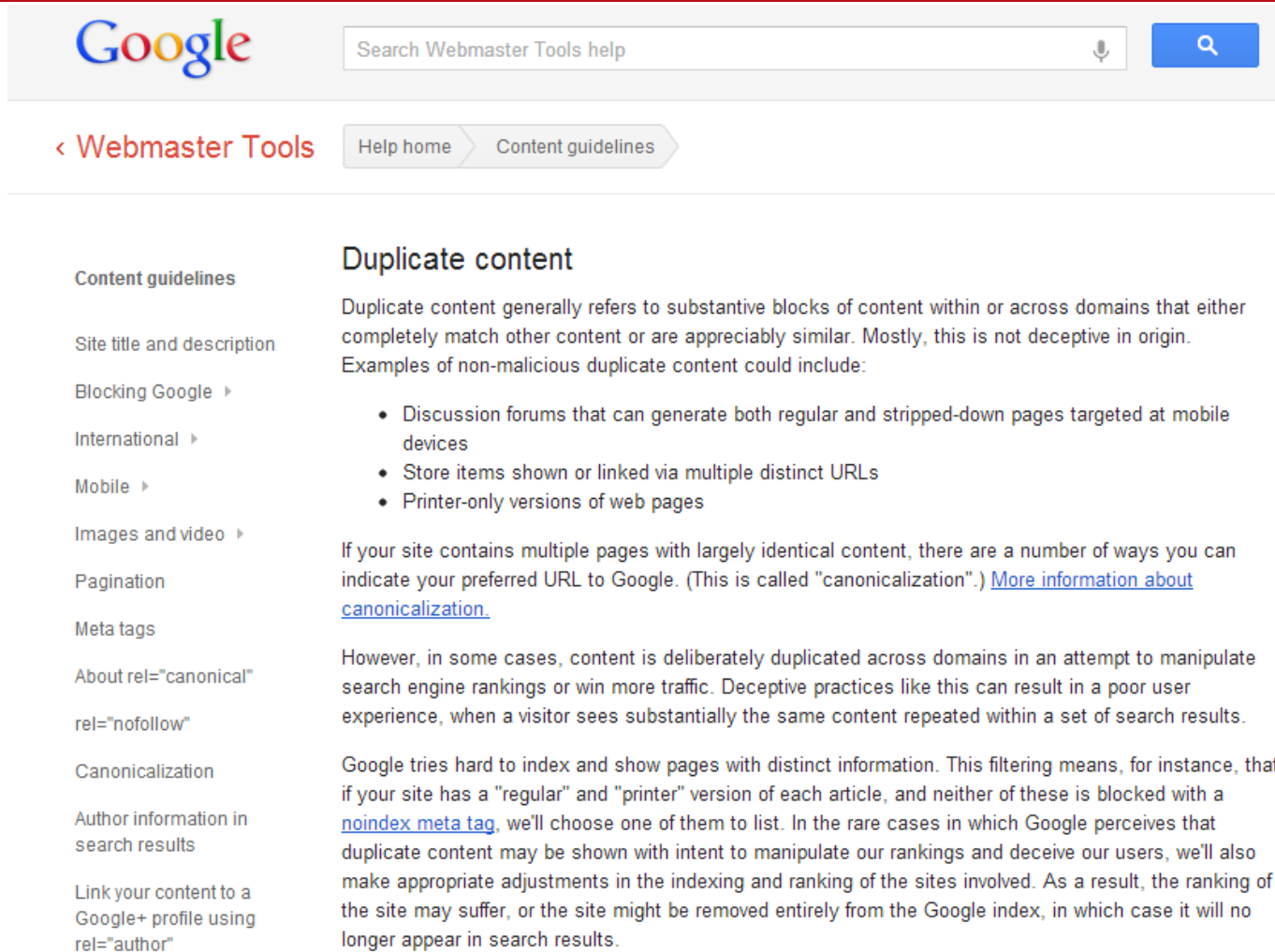


Agency

-It is up to us Internet Marketers to make sure we do the right thing!

Bad Link Building – It adds no value to the Internet

Example – Posting the same article in multiple directories



The screenshot shows the Google Webmaster Tools help interface. At the top is the Google logo and a search bar for 'Search Webmaster Tools help'. Below this is a navigation bar with 'Webmaster Tools' and links to 'Help home' and 'Content guidelines'. The left sidebar lists various help topics, with 'Content guidelines' selected. The main content area is titled 'Duplicate content' and explains that duplicate content refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar. It lists examples of non-malicious duplicate content: discussion forums for mobile devices, items shown via multiple URLs, and printer-only versions. It also discusses canonicalization, explaining how to indicate a preferred URL to Google. A note mentions that in some cases, content is deliberately duplicated to manipulate search engine rankings. Finally, it states that Google tries to index pages with distinct information and will choose one to list if duplicates are found.

Google

Search Webmaster Tools help

< Webmaster Tools Help home Content guidelines

Content guidelines

Site title and description

Blocking Google ▶

International ▶

Mobile ▶

Images and video ▶

Pagination

Meta tags

About rel="canonical"

rel="nofollow"

Canonicalization

Author information in search results

Link your content to a Google+ profile using rel="author"

Duplicate content

Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar. Mostly, this is not deceptive in origin. Examples of non-malicious duplicate content could include:

- Discussion forums that can generate both regular and stripped-down pages targeted at mobile devices
- Store items shown or linked via multiple distinct URLs
- Printer-only versions of web pages

If your site contains multiple pages with largely identical content, there are a number of ways you can indicate your preferred URL to Google. (This is called "canonicalization".) [More information about canonicalization.](#)

However, in some cases, content is deliberately duplicated across domains in an attempt to manipulate search engine rankings or win more traffic. Deceptive practices like this can result in a poor user experience, when a visitor sees substantially the same content repeated within a set of search results.

Google tries hard to index and show pages with distinct information. This filtering means, for instance, that if your site has a "regular" and "printer" version of each article, and neither of these is blocked with a [noindex meta tag](#), we'll choose one of them to list. In the rare cases in which Google perceives that duplicate content may be shown with intent to manipulate our rankings and deceive our users, we'll also make appropriate adjustments in the indexing and ranking of the sites involved. As a result, the ranking of the site may suffer, or the site might be removed entirely from the Google index, in which case it will no longer appear in search results.

Article Link building – The better way (no longer as effective)

Write “on target” unique content

High quality = Link bait

- be creative, good research, recent examples

Avoid multiple articles on one blog site

Spread your work across multiple domains

Upload your content to “quality” domains

No more than 1 or 2 links back to your site

Use relevant anchor text



Where can you get links?

Google Places



If you run a local business adding its information to Google Places will help you reach customers on Google Maps and web search.

Google

Web Images Maps More Search tools

About 3,020,000 results (0.44 seconds)

Ads related to corporate training companies in delhi

Corporate Training - fostertraining.in
www.fostertraining.in/
 Will ensure better work culture and growth for company

Soft skills for companies - corporate-training.co.in
www.corporate-training.co.in/
 SoftSkills & Leadership Skills 4Cos Experienced Trainers: 09971330004

Corporate Training - centumlearning.com
www.centumlearning.com/
 Centum Learning **Training** Solutions To Improve Key Business Metrics

Corporate Training Companies in Delhi
www.centumlearning.com/business.../corporat...
 Google+ page

Origin IT Solution
www.originitolution.com/
 4 Google reviews

IT Training in India, computer training insti...
www.xpert-infotech.com/
 7 Google reviews

Map for corporate training companies in delhi

Ads

Corporate Training
www.trainingindustry.com/
 Top Companies in Training Industry.
 News, Tips & Events - Join for Free

5 Days Train The Trainer
www.peaktrainings.com/
 Live by Tarun Ahuja @ Bangalore,
 Mumbai, New Delhi Limited Seats

Corporate Training Companies
www.chandnitugnait.com/
 We Provide Customized **Corporate**
Training Programmes.Call 8800007786

NOL S@ Corporate Courses

Centum Learning Ltd.,
 Neelagagan, Mandi
 Road, Sultanpur,
 Mehrauli
 New Delhi
 09810143443

Vikas Marg, Lakshmi
 Nagar
 New Delhi, DL
 08595 270530

The Park New Delhi
 New Delhi, DL
 09999991236

Linkable Assets

Great Content = Great Links

Think out of the box
-how can you add value?

Get Creative

- What is missing in your niche?
- A different perspective
- A better way of presenting data
- Polls – Do something wacky
- Ebooks
- Infographics



Link building – Linkable Assets -Blogs

Own Website
QDF – Query Deserves Freshness
Reverse Engineering
Write unique content
High quality = Link bait
-be creative
-good research
-recent examples

70,000+ Visits
Social Media

Concept
-Evergreen



Top 10 Places to Visit in India – Part 1

by ADMIN on APRIL 20, 2011



GD Star Rating

loading...



Like



201 people like this.

India – People across the globe talk about this land of “Unity in Diversity” for many things like travel, food, people, and economy etc. India is a home for more than a billion people, an absolute blend of numerous cultures. From heaps of sacred places, serene temples to spirited festivals, magnificent beaches, frosty & snow laid mountains, lantern-lit villages to superlative cities. Love it or hate it, this incredible country has got everything to leave an impression on you and make your trip a memorable one. No matter where you visit, every place in India has got something unique to offer to its travelers. Since we keep on hopping from place to place, we have put to together some of the best places to visit in India. So grab some popcorn and read on

1. Kashmir- The Paradise on Earth

Link building – Linkable Assets -Infographics



Google Plus Vs Facebook Infographic

OCTOBER 7, 2011

Like us? Help Spread the Word → Social Networking always existed offline. But it was when that jumped to the online domain, things got interesting. According to the latest statistics, 54% of Indians online use the internet for Social Networking. With Facebook being the prime social website of choice and twitter fast catching up, the [...]

32

12

Like

Tweet

[Read the full article](#)

5,000 Visits

Link building – Linkable Assets -Infographics

searchengineland.com/seotable

Q3 2012
ONLINE ADVERTISING BENCHMARK REPORT
[DOWNLOAD NOW >>](#)

[Home](#) | [PRO Area](#) | [News](#) | [Columns](#) | [SEO](#) | [SEM](#) | [Social Media](#) | [How To](#) | [Buyer's Guides](#) | [All Things Search](#) | [Our Events](#)

[All E-Solutions Spotlights](#) | [Featuring: Integrating Pay for Call Advertising Into A Search Marketing](#)
PRO Login

The Periodic Table Of SEO Ranking Factors

Search engine optimization — [SEO](#) — may seem like alchemy to the uninitiated. But there is a science to it. Search engines reward pages with the right combination of ranking factors, or “signals.” SEO is about ensuring your content generates the right type of signals.

Our chart below summarizes the major factors to focus on for search engine ranking success (and thanks to [Column Five Media](#), for the infographic design).

The [Search Engine Land Guide To SEO](#) explains factors in more depth, with tips and a tutorial on implementing them. [Read on!](#)

[Tweet](#) 5,529
 [Share](#) 2,657

Get The Infographic! Read The Guide!

- Download [PDFs](#) of the complete or condensed versions, suitable for printing, from [here](#).
- Get the [code to embed the infographic](#) on your site – a variety of sizes are available.
- Read more in [Search Engine Land's Guide To SEO](#).

Guess
500,000+
Visitors

Concept
-Evergreen



Link building – Linkable Assets

Industry Thought Leader
People will link to you – “EXPERT”

How do I become one?

Tweet regularly

Speak @ Industry Conferences

Blog

Guest Posts, Reviews, Guides

“How to” videos

Participate in groups on LinkedIn



**Concept
-Evergreen**



Another viewpoint

Links = Traffic, not Ranking

Link building is not about Google, it is about relevant traffic.

De-risk your website or you could lose it all!



You don't control Google, what happens when algorithm changes?

Think Google Panda - What happened to?

ezinearticles.com

labnol.org

associatedcontent.com

helium.com

hubpages.com

articlesbase.com

More relevant Links = More relevant Traffic

On The Right Track - Example – Doctor Site

Source / Medium	Visits ↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. google / organic	24,678	4.14	00:02:08	83.05%	2.52%
2. (direct) / (none)	3,712	4.02	00:02:36	81.01%	5.01%
3. makemetaller.org / referral	2,907	6.11	00:03:31	63.64%	0.34%
4. shortsupport.org / referral	1,383	5.40	00:04:55	68.33%	8.24%
5. google.co.in / referral	203	3.34	00:01:20	95.57%	8.87%

Top 5 traffic sources- 20% niche forums
 Traffic -highly relevant, higher conversion rate
 Notice - “pages/visit” & “average visit duration”

Takeaway – Research your niche/industry & look for opportunities like the above. Participate in these forums & become a thought leader!

Link Building Tools

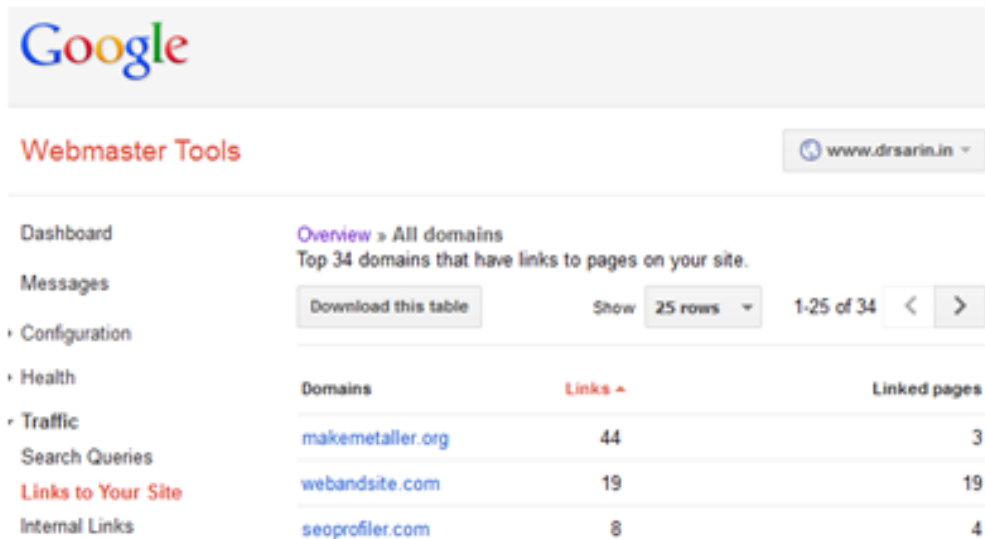
“SEO without the best tools is like doing brain surgery with a hammer”

Bruce Clay, Founder of Bruce Clay, Inc



Link Building Tools - Free

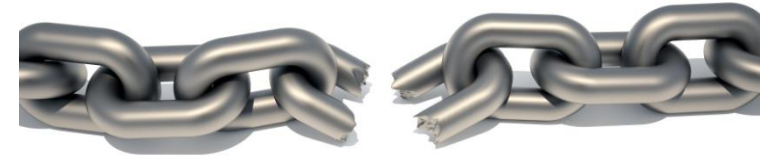
Google Webmaster Tools - Your website



Google Webmaster Tools interface showing the 'Links to Your Site' report. The report displays the top 34 domains that have links to pages on the site. The table includes columns for Domains, Links, and Linked pages.

Domains	Links	Linked pages
makemetaller.org	44	3
webandsite.com	19	19
seoprofiler.com	8	4

Yahoo Site Explorer – RIP



Xenu Link Sleuth – broken links, redirects



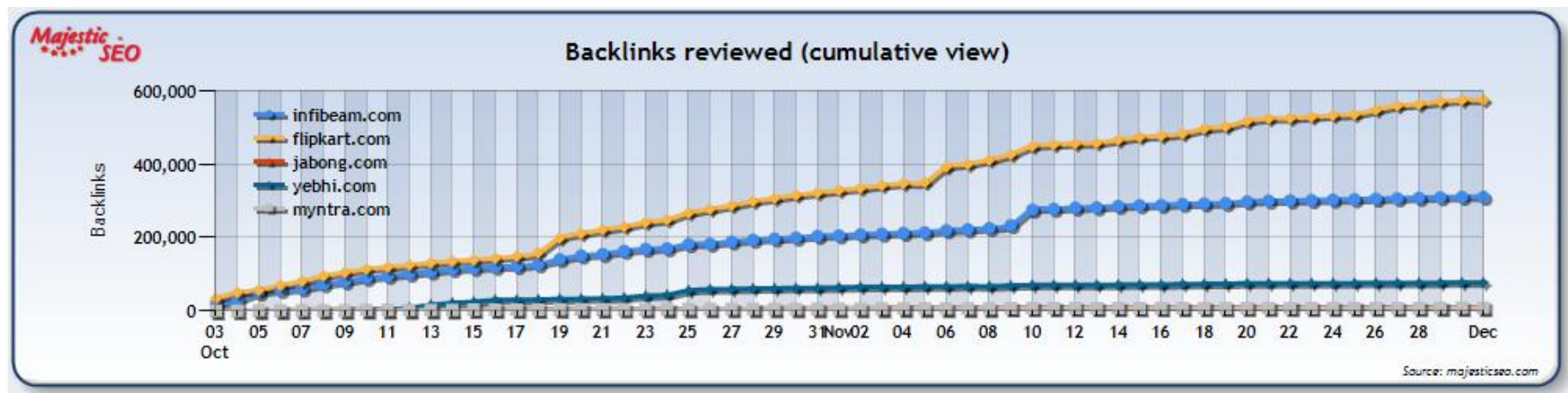
Link Building Tools - Paid

Links are the fabric of the web. These tools provide link intelligence data that is invaluable. Do you have a SEO Toolset?

- Backlink checker
- Compare domains
- Identify linking opportunities
- Analyze link anchor text



blekko seo tools



Link Building Tools - Paid

Identify linking opportunities

Domain	AlexaRank	flipkart	infibeam	jabong	yebhi	myntra
blogspot.com	11	25667	3187	35	580	105
wordpress.com	22	3305	656	44	5	28
flickr.com	56	19	0	0	1	0
tumblr.com	37	6	1	0	0	0
nytimes.com	113	2	0	0	0	2
blogger.com	46	13	2	0	0	0
reddit.com	135	44	6	0	0	3
cnn.com	72	3	2	0	0	1
pinterest.com	38	0	0	0	7	1
squidoo.com	187	6	0	0	0	2

Links – The latest update – Link Disavow tool

In response to Negative SEO

Primary purpose -help clean up if you've hired a bad SEO or made mistakes in your own link-building.



Google recommends –

Contact offending web sites directly & request link removal from the public web first.

If multiple attempts to remove offending links fail then use the Disavow Links tool.
Log in to GWT

Disavow links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site.

<http://example.com/>

DISAVOW LINKS

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe you have a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Upload a file containing **only** the links you want to disavow.

Choose File

Submit

Cancel