

Initial Link Guidelines

How relevant is this site?

Ensure that the site is relevant to yours

What's the quality of the site?

Avoid if the site seems like spam

How much traffic does the site have?

Make sure that the site gains sufficient traffic

Determining Quality of Site

When was the Site Created?

The older the site the better

What's the Site content like?

Make sure it's grammatically correct

Full of Ads?

Avoid if site is choc full of them with little content

Bare Essentials in content?

Be wary if little content on site

Do they regularly update?

You want sites that regularly update

What is the layout like?

Easy to read and easy to find links make it easier for you

What's the Page Rank of the site?

Higher PR is better

How authoritative is the site?

Use Opensiteexplorer/Ahrefs to determine the authority of the site

Relevance of Site

Is the site in your niche?

Links in your niche are best

Would a link from the site bring traffic?

If not, don't use

Would you be happy to have a link from them?

You're being advertised on there, so don't use if you're not happy with it

Can your business add something to the site?

Gaining links from alternative areas that can bring you relevant traffic

What to Look for in a Link

Determining what links are best for your site takes time and requires you to determine the quality of a potential link. Here's some pointers to find out how to decide.

Note: The advice given is general, and not specific. Each site should be assessed individually

Traffic Statistics

How much traffic does the site receive?

Alexa Rankings can be used as a general measure

Does the site receive quality traffic?

Check that the rankings are low for your area

Can the site be found easily in Search Engines?

Easy to find can mean potentially more traffic to your link

Social Stats

Do they have Social Media integrated in their site?

Having integration means they're more likely to have more followers

Do they share their articles?

Ensure they promote any article from their site

How many followers do they have?

More followers = more promotion

Are they active on all Social Media?

More Social Media gives a better chance of more traffic

Outbound Links

How many links do they have to other sites?

Less is more for your link

How many links do they have on a potential page?

Quality of the link is reduced by the number of links on the page

How many links do they have to their site?

Like your site, the more the better

Where is the link going to be placed?

In the main body of the text has the most value

What not to do

Use link exchange schemes

Buy links







Post on low quality spam sites

Associate with material you don't want your business to be associated with

Use link wheels - A links to B, B links to C, C links to A



Value of Each Area

Relevance of Site		85
Quality of Site		75
Traffic of Site		80
No. of links on site		55
Page Rank of Site		40
Authority of Site/page		70

Tools

SEOBook

Alexa

opensearchexplorer

whois

semrush

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