

## The Secrets to Great Link Building & Organic Search Domination

### 1. Relevance Pages, Domains and In-Content Links

Link Building today is all about relevance and natural in-content links. You want your links on pages and domains that are relevant to your business, product or service, and you want those links within the actual written content.

### 2. Domain Trust

Make sure your links come from trusted, authoritative, aged domains!  
Don't have your links on pages that have lots of other out going links.



Check the other outgoing links on the page; you don't want your links on pages that link to spammy pages or totally unrelated sites. Co-Citation is very important! – If you have a real estate site you want your link among other links pointing to real estate sites, not links point to site selling Viagra or sunglasses.

### 3. Use Natural Anchor Text

One of the biggest mistakes I see, is the over use of precise anchor text. Google sees this as being unnatural and has automatic filters setup to prevent precise anchor text abuse and if blatantly over done, can result in a -50 placement penalty. The solution to this problem is to:

- vary with the anchor texts
- change the anchor texts to natural language phrases
- e.g. link the brand name
- e.g. link phrases like "this page"
- inclusion of nofollow links



### 4. Dofollow Nofollow

There is a lot of confusion surrounding the rel="nofollow" attribute tag. It is true that a link tagged with "nofollow" doesn't pass PageRank but that doesn't mean that the tag doesn't pass relevance and trust.

### 5. No Spam!

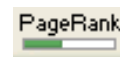
Rule One: Don't have your links within "Duplicate Content" pages! Submitting one article to 1000 article directories is spammy and doesn't do anything to help you rank in search...  
Every link Google finds pointing back to your site should be within unique content.



Rule Two: Don't have your links on pages that have lots of outgoing links! The lease amount of outgoing links the better!

Rule Three: Don't link two or get link from "bad neighbors", this includes adult entertainment, pharmaceutical or gambling sites and link farms.

Rule Four: Don't have your links on irrelevant content pages.



### 6. PageRank & Paid Links are dead!

Don't buy links for PageRanking, don't buy links at all! PageRank doesn't matter anymore in link building. I would also add, avoid navigational type links and footer links.

Relevant, In-Content Links with Natural Anchor Text from  
Trusted Domains Trump PageRank every time!