

My Web is already optimized and has fresh and highly relevant content... Now I need links!



What criteria do I apply to value links?

I need Links

Good "Link Juice" 🍺

- With Anchor Text including a Keyword
- In Text
- In an indexed page
- Pointing to the highest relevant page of my site

I don't want links...

Bad "Link Juice" 🍷

- In javascript, flash o frames
- With rel="nofollow"
- In pages with more than 100 Links
- In blocked pages by robots.txt
- In pages with a "noindex, nofollow" meta robots
- In page with spam or links to pages with spam

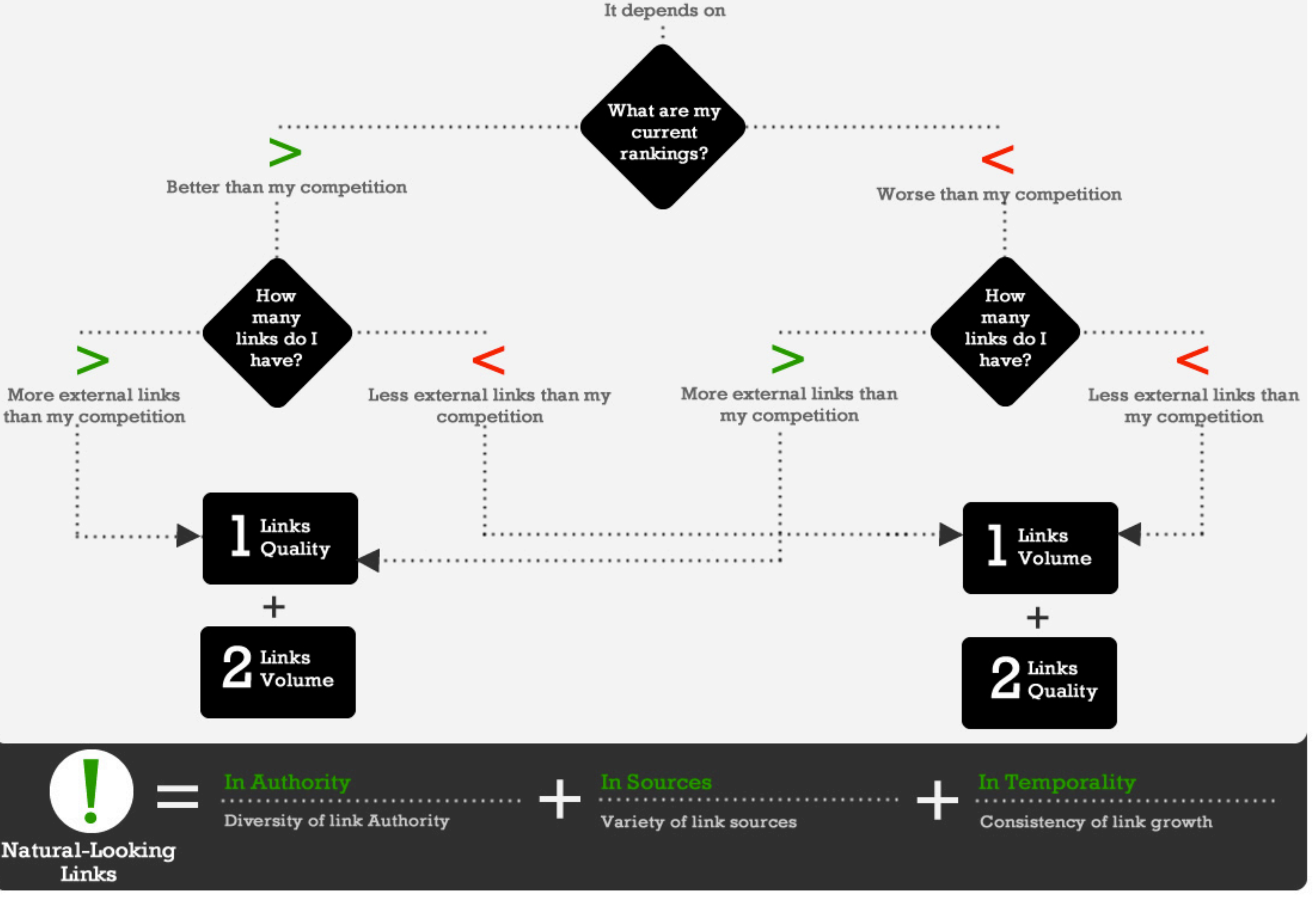
I prefer links...

Excellent "Link Juice" 🍺

- Editorial**
- Included in the content (Not in the sidebar, not in the footer)
- With Authority - Popularity and Trust**
- Of the Domain (Age, Home PageRank, Domain Authority*, Domain MozRank*, Domain MozTrust*)
- Of the Page (PageRank, Page Authority*, Page MozRank*, Page MozTrust*)
- Including Brand signals (Twitter Mentions, Facebook Likes, Google's +1, etc.)
- With Relevancy**
- Of the Domain (Language, Topic, Hosting location)
- Of the Page (Language, Topic)
- From a Diversity of Sources**
- Variety of Domains (Not from site networks, Different IP C-classes, Diverse registrants)
- All type of sites (Blogs, Social Networks, Directories, Online Press Releases, Forums, etc.)
- Permanent**
- Are not deleted
- Consistent and gradual growth

* SEOmoz Metrics

What kind of links should I focus on?



What tools do I use to create links?

Analysis

majesticseo.com + opensiteexplorer.org

Management and Control

ontolo.com + buzzstream.com + link-assistant.com