

Link Types

Anchor

Exact Match	(0-15%)
URL	(35-80%)
Brand	(10-80%)
Random	(30-80%)

Example

Link Text

SEO Tips
www.seonitro.com
SEONitro, SEO Nitro
click here, visit, info, website

Description

Anchor Text: Studies have shown that a wide variety of anchor text should be used .

Note: The % given are BROAD generalizations! For more specific approximations to your keyword and site, please do your competitive research at LinkDensity.com

Relevancy

Site	(40-80%)
Content	(70-90%)

Real Estate site linking to moving or auto transport would be relevant. Real Estate site linking to Beauty Care site would NOT be relevant.

Relevancy: Studies show that site and content relevancy play in important role. Think of where it would be natural for you to attain a link. Would it be relevant for this site to link to you? Also, is the content surrounding your link Relevant to your link? It better be.

Diversity

Get links from different sources
Blogs, forums, editor al, footer
blogroll, press releases, images

Diversity: Studies show that ranking sites get links from a wide variety of sources. This would be natural.

NoFollow

Optimal 10-40%

Link text.

NoFollow: I have documented NoFollow links to rank sites, they do NOT pass PageRank, but the pass juice, and even if that were not the case, they are natural. If you have ONLY do follow links, you may look like you are SEOing your site, and that is against Googles T&C.

Referring C Blocks

Optimal 60-100%

254.26.762.04
A B C D

Referring C Blocks: The more sites that link to you from a different IP with a different C Block the better.

To Home Page

Optimal 20-50%

linking to:
www.seonitro.com

Home Page: It is a mistake to send links ONLY to your sites homepage. As some sites many warrant this most do not. Your Home page is also called index, or root.

To Inner Pages

Optimal 50-85%

linking to:
www.seonitro.com/blog

Inner Pages: Link to your inner pages. Great sites have great content "inside" their site so make sure you do to and LINK to it! If your site is set up in silos, this also passes juice back through your site into your Home Page.

Deleted or Dead

Normal up to 25%



Deleted or Dead Links: These are links that are no longer linking to your site. This can be due to the linking site being down at the time of crawl, or the link actually being taken down. All of this is NORMAL and should not be alarming unless you have 0% as THAT is odd! ;-)

Total Links

Look at Competition

Total Links: This is different for every market and keyword but know that it is appearing the Link Totals are playing a role in ranking. If you keyword competition only has 100 links, then you better not show up with 1000, that may trigger an over optimization penalty flag.