# Inlinks & Keywords

**This presentation should be treated as a set of notes – it contains lots of text!**

COPYRIGHT: Melius Weideman 2014

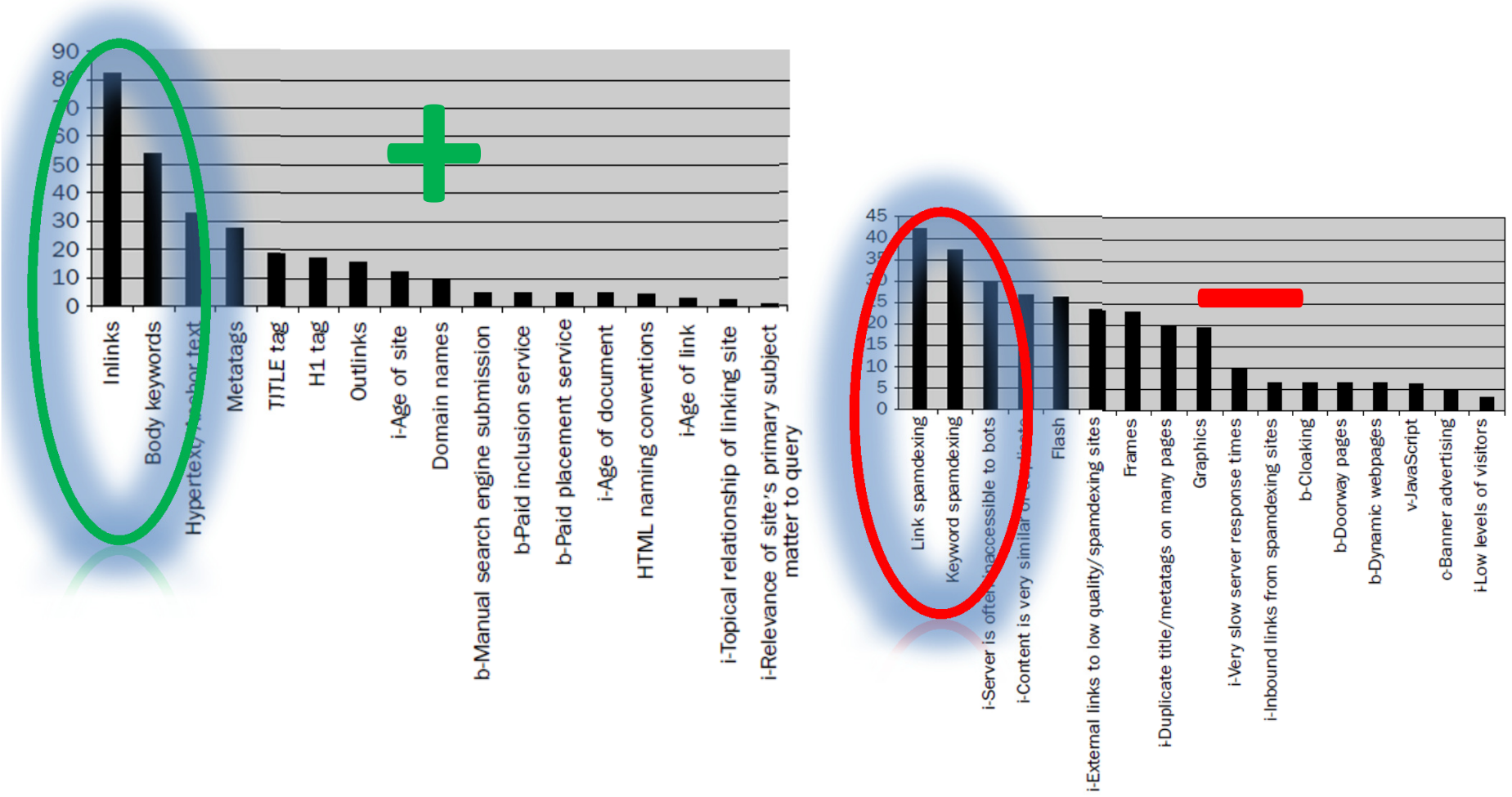


Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Remember the Weideman models?...




Cape Peninsula University of Technology

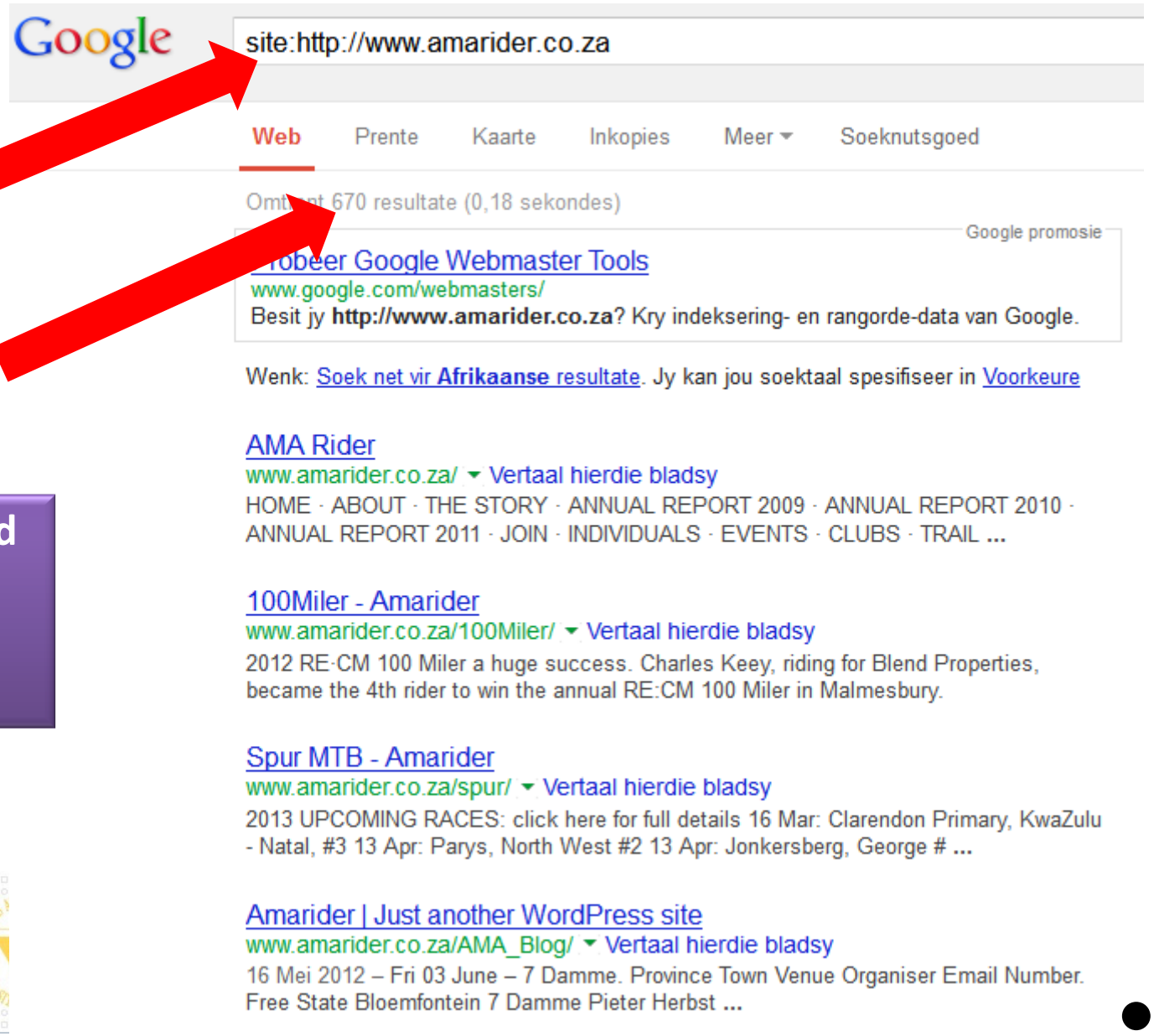
MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# First step…

**Check whether or not you are INDEXED at all!**

**Can you find a domain that is NOT indexed?**



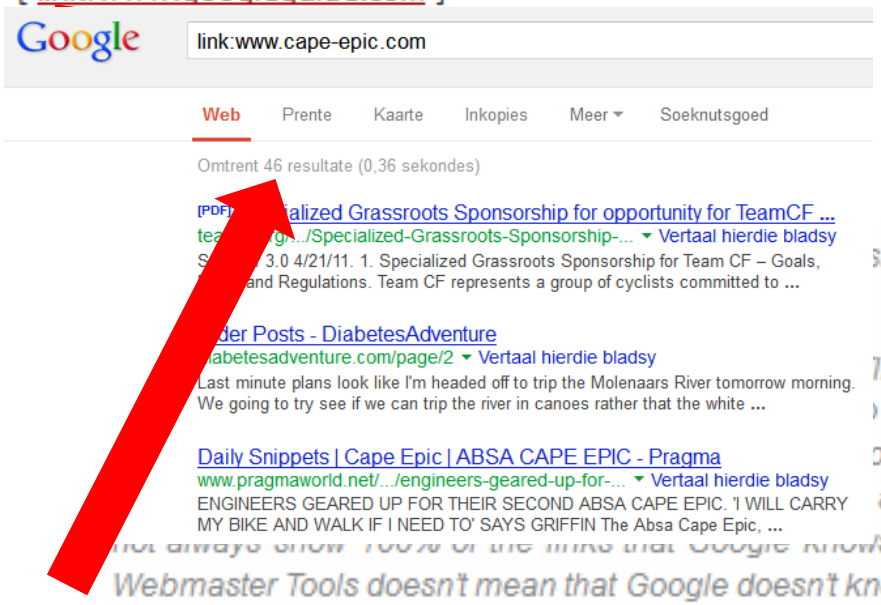

Cape Peninsula University of Technology

# How many Inlinks? 2

link:

The query link:*URL* shows pages that point to that *URL*. For example, to find pages that point to Google Guide's home page, enter:

[ link:www.googleguide.com ]




*site, but when I search on Google it says I have [zero/not that*

*link:example.com], you'll see a sampling of pages that link to yours, verify your site in Webmaster Tools and check out the ore comprehensive than a link: query, they may not include and you don't need to worry about it. Webmaster Tools does s about, so just because a particular link doesn't appear in Webmaster Tools doesn't mean that Google doesn't know about that link, or that your site isn't "getting credit" for that link.*

*Note that the link report in Webmaster Tools only shows whether a site is linking to yours; it doesn't show which links are most significant, and it can include links that are nofollowed or that don't pass PageRank.*

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Getting Inlinks

**The principles of inlinks**

http://www.youtube.com/watch?v=eOXTAZszho4

**Also view Part 2:**

http://www.youtube.com/watch?v=HnFuHtWwFCA

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Link Building

Link Building... Time-intensive. Frustrating. Sometimes confusing. Yet Unavoidable. Because ultimately, it's still the trump card for higher rankings

Link building is likely to remain one of the main strategies for SEO in the foreseeable future

Don't hold your breath for search engine algorithms to place less importance on link popularity until the Semantic Web arrives, or maybe when HTTP gets replaced by a new protocol. This is since links are still the basic connector, the basic relationship on the Web. And for the forseeable future, they're going to be the easiest way for a computer program to judge the importance and trustworthiness of a Web page

What *will* happen to the way search algorithms score links is already happening. The Google algo has become much more elegant and advanced, devaluing staggering amount of links that *shouldn't* count, and placing more emphasis on *trusted* links. And the trust and juice given by those links is then *verified* by elements like user data, domain age, and other relatively hard-to-spoof factors

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

White Hat?

# Natural Content of Value

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Link Building Tool

Search Engine Land

## Link Building Tool Review: Link Prospector

**by Debra Mastaler**

Our link building tool review series continues today with Link Prospector by Citation Labs. A joint venture between Garrett French and Darren Shaw, Link Prospector is headquartered in Raleigh, North Carolina and has been online since February 2012. Garrett and Darren continue to add features to the tool, foreign-language support and an API are scheduled to be added in the near future.

Let's take an overall look at Link Prospector plus a couple of cool tips I found when using it and finish with a review of pros and cons.

### General Overview

Link Prospector is a link building research tool designed to find and return lists of potential partner sites. Built for speed, the tool can return a huge amount of data link builders can sift through to find link building opportunities. The tool has a clean and simple interface and has the ability to export what it finds.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Natural Content of Value

# How do I build Links? 1

**1) Submitting your site or blog to Directories:** This is the one link building tactics which you can have full control on integrating anchor text for your keywords, but submitting to Directories may not get that much authority for your website, but it's best for the start ups.

**2) Content Development or said to be Link bait:** This is one of the powerful link building strategy, producing high quality content that engages other people, forces readers to share on their blog and leads to natural link building, in other words it is said to be link bait.

**3) Building relationship using a different medium:** In real life, Building a relationship with others is said to increase in your contacts. The same way, the world of the Internet is so vast that you can build link relationship from company networks. Make a list of Industry expert blogs, website and communities that relate to your niche and ask them for exchanging links with your website.

**4) Guest Blogging:** This is an effective way to build quality inbound links. Make a list of blogs that accept guest blog posts; write for them on a regular basis and link to your website on your blog post.

**5) Creating Viral Content:** Developing and Producing viral content such as Videos, Presentations, Photos, Running contests and Providing badges are the one of the most powerful and natural link building strategy that search engine love.



Melius Weideman
web-visibility.co.za
web-usability.co.za

# How do I build Links? 2

Doing a link wheel black hat style is just too much work. As Google catches on to the black hat linking activities of one of your link wheel sites, it bans that page and you have to create another. You're basically in a constant foot race against Google. Doing things this way means that you have to stay one step ahead of Google, creating these junk, spammy sites faster than the search engine can find them and delist them.

Natural

Let's face it, Google is in the business of NOT ranking sites with useless content that have a ton of forum and blog spam links to them. So as Google finds these sites, new ones have to be created, each one as spammy as the previous site. I hope you aren't in the business of spamming people, blogs, forums, or the search engines.

Content of

Further, do you really want your business associated with junk content and blog spam? Not only that, but that seems like an awfully large amount of work, especially since there is a much better way to go about it. On the surface, everything might make it seem as if this strategy isn't useful for a real business. However, nothing could be further from the truth. Link wheels, implemented properly and "above board," don't have to put you in a position of fighting Google.

Value

You can implement them in a way that not only won't put you in a foot race against the Google machine, but also helps to build your credibility in your market place (instead of destroying it the way a black hat link wheel could). Building a link wheel this way actually assists in a more complete and total domination of Google against any competition that you may have.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Black Hat?

## Unnatural Excess

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# How to NOT build Links 1

## Unnatural Excess

### So How Do You Get Hundreds of Relevant Smart Links?

Our link building service provides hundreds of new Smart Links to your website each month.
These permanent, one-way back links look 100% organic to all search engines.

**200 Links Plan** (SMALL)

*Link Building for 10 Keywords*

Each month your website will receive 200 new permanent, one way links.

Links will be placed inside unique custom written articles which are highly relevant to your keywords.

Choose your **top 10 keywords**.
We will craft and manage your custom link building campaign and provide monthly performance reports.

$59/mo Sign Up!

**500 Links Plan** (MEDIUM)

Each month your website will receive 500 new permanent, one way links.

Links will be placed inside unique custom written articles which are highly relevant to your keywords.

Choose your **top 20 keywords**.
We will craft and manage your custom link building campaign and provide monthly performance reports.

PayPal - The safer, easier way to pay online!

**GET FIRST PAGE RANKINGS** #1

Our contextually relevant link building service will increase your websites ranking in Google, Yahoo and Bing. Your links will be placed inside custom written articles that are 100% relevant to your keywords.

Signing up is easy. Simply pick a package and tell us which keywords you'd like to us to promote.

Get Started

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# How to NOT build Links 2

**30 Bad Ways to Build Links**

Here are a few link buiding methods that may destroy your brand or get your site banned/penalized/filtered from major search engines, or both.

**Directories**

72. Submit your site to 200 cheesy paid directories (averaging $15 a pop) that send zero traffic and sell offtopic run-of-site links.

**Forum Spam**

73. List 100 Web sites in your signature file.
77. As a new member to various forums, ask the same question at 20 different forums on the same day.
78. Post on forum threads that are years outdated exclusively to link to your semi-related website.
79. Sign up for profiles on forums you never intend on commenting on.

**Blog Spam**

80. Instead of signing blog comments with your real name, sign them with spammy keywords.
82. Say nothing unique or relevant to the post at hand. Make them assume an automated bot hit their comments.
83. Better yet, use automated bots to hit their comments. List at least 30 links in each post. Try to see if you can hit any servers hard enough to make them crash.

**Garbage Link Exchanges**

87. Send link exchange emails which look like an automated bot sent them (little or no customization, no personal names, etc.).
88. Send link exchange requests to Matt Cutts, Tim Mayer, Tim Converse, Google, and Yahoo!.
89. Get links from nearly-hidden sections of websites listing hundreds or thousands of off topic sites.

**Spam People in Person**

90. Go to webmaster conferences and rave about how rich you are, and how your affiliates make millions doing nothing.

**Be Persistant**

92. Send a webmaster an alert to every post you make on your website.
93. Send a webmaster an email every single day asking for them to link to your website.

**Getting Links by Being a Jerk**

97. Steal content published by well known names. Strip out any attribution. Aggregate many popular channels and just wait for them to start talking about you.
98. Send thousands of fake referrals at every top ranking Web site, guaranteeing larger boobs, a 14-inch penis (is that length or girth?), or millions of dollars in free, unclaimed money.
99. Wear your URL on your t-shirt. Walk or drive your car while talking on a cell phone or reading a book. When you run into other people say "excuse you, jerk".
100. Spill coffee on people or find creative ways to insult people to coax them into linking at your site.

Unnatural Excess

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# The Link Wheel 1

**Natural Content of Value**

**Unnatural Excess**

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# The Link Wheel 2

**The principles of link building**

**http://youtu.be/gKc-05M-OGk**

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

Unnatural Excess

# The Link Wheel 3

Many people have heard of link wheels. These are a somewhat old (and sometimes black hat) technique for getting ranked well. The problem is that all too often the advice that I see given regarding how to build them is either poor advice (such as doing it the black hat way) or just plain wrong. Fortunately, there's a way to do them that doesn't require you to go over to the dark side and risk Google penalties.Often, as I stated above, link wheels are used as a black hat strategy. Now, Google doesn't like spammy manipulation of their search results. So if you're going to follow the black hat approach, you've got to know that Google's algorithm is designed to try and find you and delist you. That's not really a great way to put together a long term business, in my opinion.

For those that don't know what a black hat style link wheel is, allow me to explain.

There are plenty of "user generated content sites" on the Internet that can rank quite well on Google for a variety of reasons (domain age, # of inbound links, etc). These are sites like Squidoo, Tumblr, Blogger, and Wordpress.com. The idea behind a "link wheel" the way the black hats do it is that you can throw a ton of junk content onto these sites, then add a ton of junk links to them. Because there are already so many links to these sites, Google won't find it strange that there's more, and even though the content is junk, it's still content and Google can't (yet) determine the difference between good content and junk.

The huge number of spam links, combined with the junk content, does (for a short while) increase the page rank of those sites, which you then link to your main site. Each of the user content sites has some decent PR, which is then passed down to your main site.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Everybody does not agree… 1

http://michaelmindes.com/link-wheel-waste-of-time

**Building A Link Wheel Is A Waste Of Time**

by Michael on January 27, 2010

6 months ago, I wrote the article "The Benefit Of Building A Link Wheel Is Bogus". Since writing the article, I have had significant search engine traffic for the term "link wheel" without any other self-created content pointing back to it. Over the past month, it is the third most popular page on this blog behind the home page and the first and possibly only Smoking Hot Board Game Deal. Also since then, I have had a lot of time to think about this strategy for increasing rankings in search engines. If you boil the idea down to its essentials, then it is not an inherently bad idea. It is however still a waste of time as I will show you.

**The Essentials**

Search engine rankings significantly improve with incoming links from trustworthy sources. Additionally, for any infrequently used phrase there will be few if any trustworthy sources. So, what a linkwheel does is create trustworthy sources which can then link to your target page. Example:

We have 6 wheel spokes and 5 referring sites per spoke. The 5 referring sites on the spoke point to each other in a circle (so each has one incoming and one outgoing link) and all have links that point to the spoke. The 6 wheel spokes operate in the same manner, pointing to each other in a circle (one incoming and one outgoing link) and also point to the target page.

The result is that some unlikely search phrase like "win free board games email signup" now has 6 trustworthy referring sources. Additionally, those 6 trustworthy referring sources are point at page XYZ. Therefore, when somebody search in Google for "win free board games email signup" they will be shown the target page. Beautiful!

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Everybody does not agree… 2

**Still A Waste Of Time**

The problem relies in all of the effort required. First, you need to do keyword research to make sure you have a search phrase that is not currently well covered and that you have a search phrase that has sufficient searches. Second, you need to create the target page. Third, you need to create the wheel spoke pages. Fourth, you need to create the referring authority pages for the spokes. Wow! I wonder how long all of that effort would actually take. Certainly it would take at least 3 hours to do right, possibly longer.

Instead of wasting 3 hours on creating a link wheel, I could make at least one, possibly 2 really good guest blog posts. These guest blog posts could be used by a related blog containing multiple links back to your content. Instead of what you did, you get instant authority for an unlikely search phrase coupled with real human interest from the readers of the blog. Additionally you get to build up a relationship with a blogger in a related field which may begin reading your blog and occasionally linking back to your content.

## Conclusion

Don't waste your time with link wheels. It pollutes the Internet with trash throw away content in an effort to get additional search traffic. Instead concentrate on what you can do to build a lasting presence and build a business that is looking to a future with its customers. Would it make sense to pay somebody to make a link wheel? Once again, I say it is a waste of time and small business owners cannot be spending money on time wasting projects. That needs to wait until you are running a large bureaucratic corporation.

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords

## Body keywords

Body keywords can be defined as descriptive words which carry weight in terms of their value for a specific webpage.

There is no question in the industry that the correct use of keywords in the body text of a webpage is of paramount importance. Initial research should be done on keywords used in the relevant industry. This factor has been identified as the second most important element determining website visibility, and goes hand in hand with *Content is King* (see Figure 2.5). Having the right amount of well-written text on a webpage, with keywords used correctly, is important. It keeps the user on the webpage for longer (a factor called *stickiness*), and it provides a rich harvest for the search engine crawler. If this balance between satisfying both the human user and the search engine crawler can be achieved, the webpage is highly likely to achieve its goal.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – What?

The assistance of a professional writer should be sought to create and/or alter this text according to the guidelines given below (placement, frequency/density and proximity). This process evolves into a play with words. Text has to be generated which:

- is true and correct according to the website owner;
- is grammatically and technically superior;
- makes extensive use of the keywords defined earlier, as discussed below;
- does not exceed the proposed 6–12 per cent keyword density;
- reads well; and
- does not approach the look and feel of spamdexing, i.e. appears to be gibberish overflowing with keywords.

This task should not be underestimated, as it requires a blend of:

- content knowledge (provided by the website owner or their business experts);
- writing expertise (best done by a technical journalist or copywriter); and
- insight into the correct use of keywords (provided in this chapter).

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – Where?

Designers of e-Commerce based Web sites should pay close attention to the use of key words on Web pages. For every separate HTML page, the relevant key words should be identified and placed inside the top text areas. However, care should be taken to ensure that the key word density does not lead to spam penalties by search engine algorithms. Finally, alternative spelling of complex words should also be included, to match common spelling mistakes made by searchers.

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – Why?

In an attempt to earn high rankings and indexing, SEO practitioners must avoid frustrating users visiting a site by including irrelevant information and not answering their question.

It would be more effective to spend resources on making webpage content interesting, relevant and engaging, rather than compromising webpage relevance by keyword stuffing. The cost of retaining a client is lower than winning a new one and clients' intent should be well understood.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – How? 1

## 2.2 Filename and Directory Naming Conventions

As noted in section 2.1 keywords should be used in all HTML page names except the homepage (index.html), and the filename should not longer than 30 characters (Weideman, BP 2007). For example, a sensible filename could be "learn-english.html", if the webpage is about learning English. So the user and the search engine will find two keywords in the filename of the webpage. An underscore should not be used for separating the keywords ("learn_english.html"), since some search engines will read it as only one keyword ("learnenglish"). (Anonymous, 2008:1)

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – How? 2

## *Keyword placement*

Some authors claim that the placement and frequency of keywords on a webpage are some of the most important determinants of search engine ranking algorithms (Wong, 2004; Sullivan, 2003). This is referred to as the *location/frequency* method. It is also claimed that keywords appearing towards the top of the body text carry more weight than those lower down. Kritzinger did some extensive experimentation to test this claim (Kritzinger, 2007).

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – How? 3

A simple calculation will produce the keyword density. It expresses the number of times one word appears in a sentence (or a paragraph etc.) as a percentage of the total number of words. For example, the keyword *mountain* appears three times in the following sentence of 33 words, giving it a 9.1 per cent density (3 × 100 / 33 = 9.1):

> *The Cape Epic mountain bike event is awarded UCI status as the first ever team mountain bike stage race and the only mountain bike race in Africa to appear on the UCI calendar.*

Although this example sentence reads well, the reader will probably agree that another instance of the word *mountain* (resulting in a density of: 4 × 100 / 34 = 11.8 per cent) will probably push the sentence over the limit of acceptability.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Keywords – How? 4

The claim is that the first sentence below is better than the second in terms of the way crawlers will read it. The two important keywords in this case (*mountain* and *bike*) are closer to each other in the first example.

*Buy a new mountain bike at Cycle Lab shop and get lifelong free service.*

*Ride your favourite mountain paths with a new bike from the Cycle Lab shop.*

**KEYPHRASES are better than KEY WORDS!**

man
co.za
co.za

# Keywords – Good example

## Lexus RX 450h F Sport announced

Tuesday 22 May 2012

- F Sport adds more aggressive look
- Suspension add-ons aid handling
- Improved spec for whole RX 450h range

**A new F Sport grade has been announced for the Lexus RX 450h hybrid 4×4, costing £51,995. It's a rival to the Porsche Cayenne S Hybrid, although the German costs significantly more at £61,074.**

The model gets a deeper front bumper with mesh upper and lower grilles at the front. There are new 19-inch alloy wheels finished in dark grey and the F Sport also benefits from LED adaptive headlights which adjust to shine into bends.

Inside, aluminium pedals and trim inserts along with leather upholstery and scuff plates set the F Sport apart. It also gets black roof lining and a sportier leather steering wheel.

There are some practical touches too – the infotainment controller now works more like a computer mouse and the centre console opens wider to make access easier.

Handling has been tightened up too, with a lateral damper placed between both the front and rear suspension turrets to improve chassis rigidity.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

## Used Volkswagen Caravelle for sale

- 2008 Year
- Mileage: 113,000
- Right Hand Drive Minibus

**Keywords – Bad example**

AdChoices

**Used Cars For Sale**
Buy Your Car Risk Free. We Facilitate The Whole Transaction
aaautobay.co.za/Cars-For...

**VW Insurance**
Quotes From 9 Insurers. Save Money Guarantee!
www.youinsure.co.za/VWI...

**OUTsurance Insurance**
Get Insurance from OUTsurance and see how much you can

**Now write some copy for this ad to be more like the previous one, even using imaginary content**

Please take the time to verify that you would like to have more information on this vehicle by completing the enquiry form. We will then display the contact details of the seller for your convienience. Thank you very much for your understanding and using Vehicle Traders.

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# So, what do I do?

1. Build those Links …

2. … while focussing on keyphrases …

**Online Marketing & Search Engine Optimization**

Digital Marketing and SEO Solutions

Synergize is a digital marketing solutions provider, leveraging pull strategies, web and mobile development, SEO and social media to deliver sales from a targeted market. Synergize uses Google approved methods and industry experts, focusing on constant improvement and implementation of the latest technologies to achieve outstanding online visibility for our clients.

3. … and always producing good, original content …

**Natural Content of Value**

4. … while steering clear from spamdexing!!!

**Unnatural Excess**

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

**A careless word may kindle strife. A cruel word may wreck a life. A timely word may level stress. But a loving word may heal and bless.**

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za

# Takeaway Actions

**Check indexing of, and inlinks to any domain**

**Start working on the LINK WHEEL PROJECT!**

Cape Peninsula University of Technology

MASARYK UNIVERSITY
FACULTY OF INFORMATICS

Melius Weideman
web-visibility.co.za
web-usability.co.za