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RACE – Russian Affiliate Congress and Expo 2012

Effective Link Building

Marcus Tober



Effective Link Building

About me

Marcus Tober

- Founder of Searchmetrics
- Study of computer science in Berlin
- Specialized in data aggregation and analysis, scaleable architectures and SEO / Social



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Follow me on Facebook: www.facebook.com/marcus.tober

Effective Link Building

About Searchmetrics

- **Company**
 - Founded in 2007
 - Leading Search Analytics vendor with international focus
 - ~100 full-time employees with locations in Germany, US, UK and France
 - Largest aggregated database for SEO, SEM and Social data (Searchmetrics Suite and Searchmetrics Essentials)
- **Follow us and stay updated**
 - **Twitter:** twitter.com/searchmetrics
 - **Facebook:** www.facebook.com/Searchmetrics



Speaking around the world



Week of October 15 - 19, 2012 in Las Vegas, Nevada



Moskau 2012



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Searchmetrics Suite™



76
Countries
worldwide

SUITE

Google
Yahoo
Bing
Yandex
Baidu
Naver
Seznam

50
Local
Rankings

75
Million
Domains

100
Million
Keywords

SEARCH ANALYTICS

Agenda

- 1. Ranking factors – Yandex vs. Google**
- 2. Link building in 2013**
- 3. How to get links / Link building best practise**
- 4. Paid links**

Effective Link Building

Before we start

- **No Black Hat session**
- I don't show
 - How to get 10.000 backlinks with blog spam
 - How to spam automatically social bookmarking services
 - How to bomb forums with persona building
 - How to use satellite blog hosting for link building
- I'll ONLY show link building methods which are successful in the long-term

- 1. Ranking factors – Yandex vs. Google**
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4. Paid links

Ranking factor study Yandex vs. Google:

Google.ru

- 5,000 Keywords (English + Russian)
- 150,000 Rankings
- 29 Mio Backlinks

Yandex

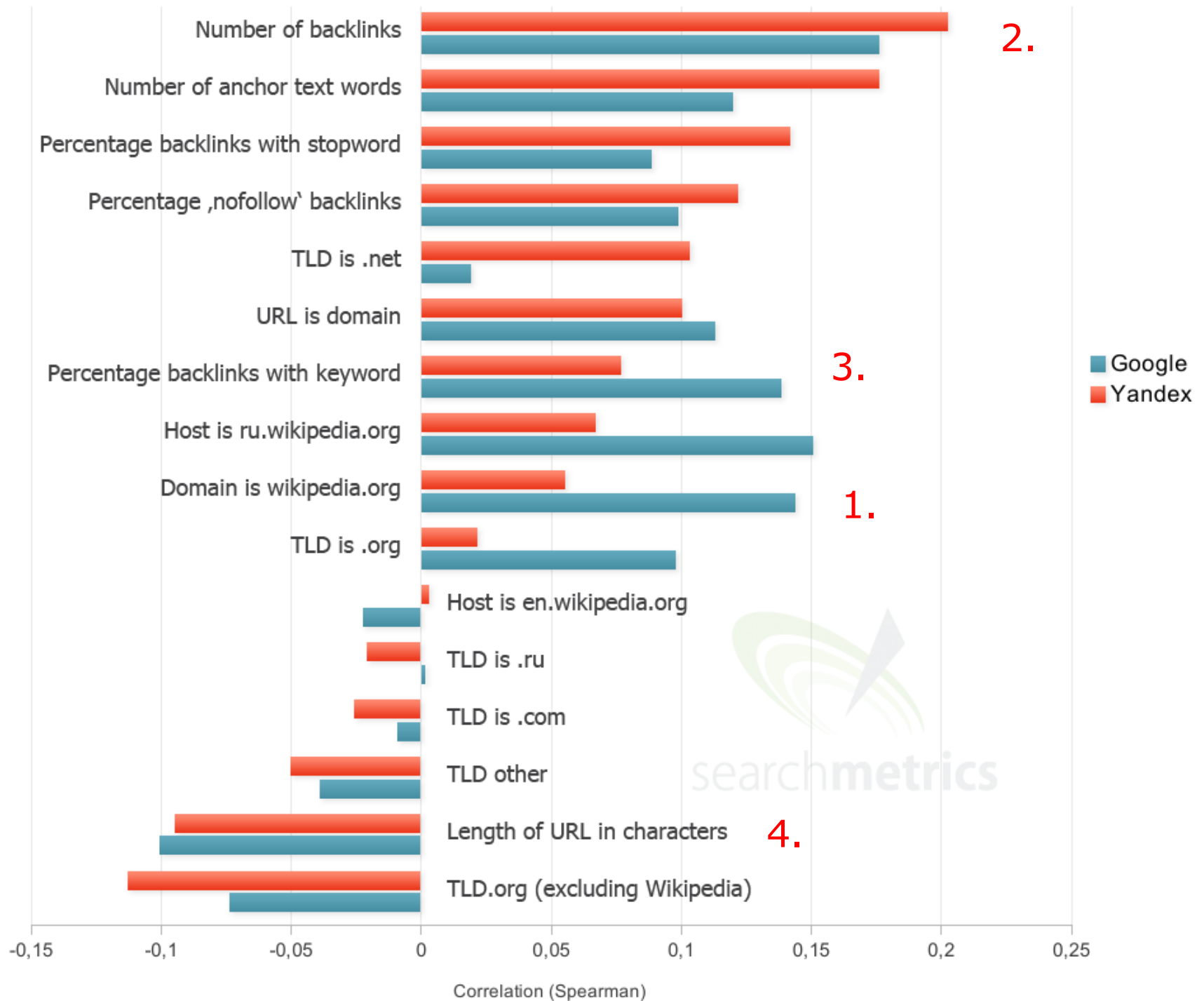
- 6,000 Keywords (English + Russian)
- 180,000 Rankings
- 221 Mio Backlinks

Ranking factors – Yandex vs. Google

“Correlation does not imply causation”

- **Correlation** is a concept from statistics that measures the relationship between two things. A positive correlation means that when one thing goes up, the other goes too. A negative correlation is the opposite, when one goes up, the other goes down.
- **Causation**, on the other hand, means that one thing will cause the other. For example, when you exercise the amount of calories you are burning per minute will go up, as the former is causing the latter.
- Correlation and causation can happen at the same time. In the example above about exercising, for example, there's both correlation and causation in place.
- However, having a correlation doesn't imply that you also have causation, and this is where most people get confused

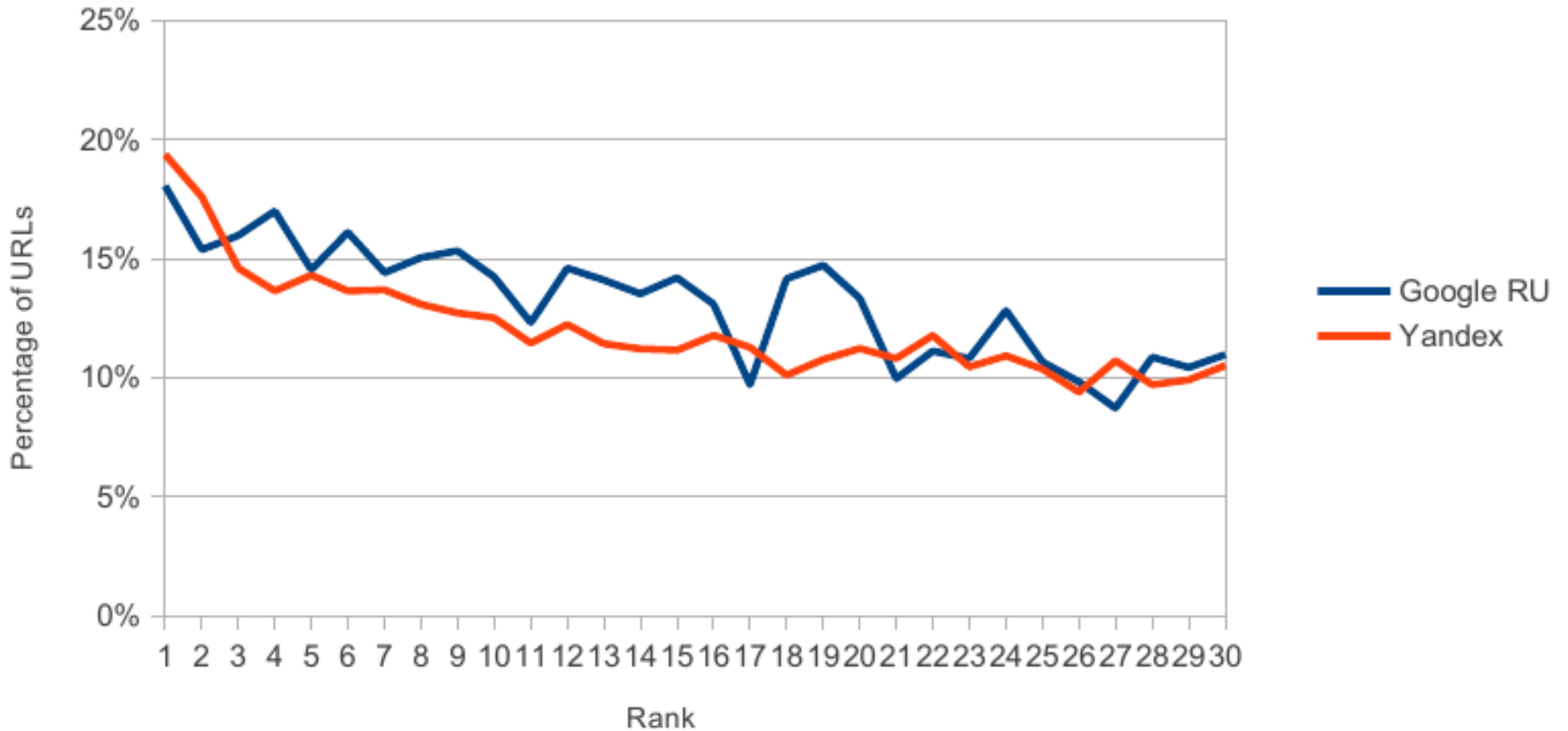
Ranking Factors Yandex vs Google RU



Ranking factors – Yandex vs. Google

Both Google.ru and Yandex love homepages

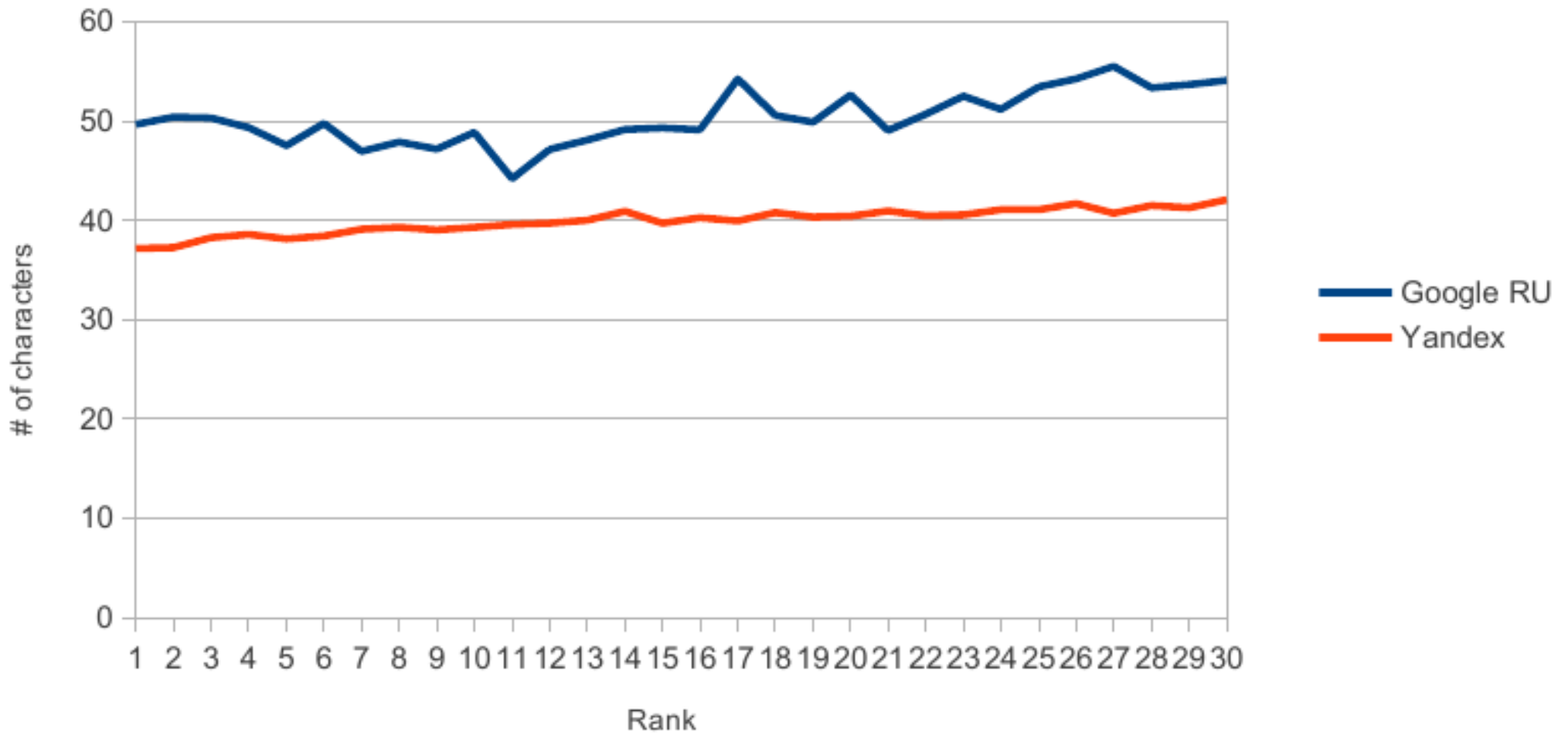
URL is domain



Ranking factors – Yandex vs. Google

URL - the shorter, the better

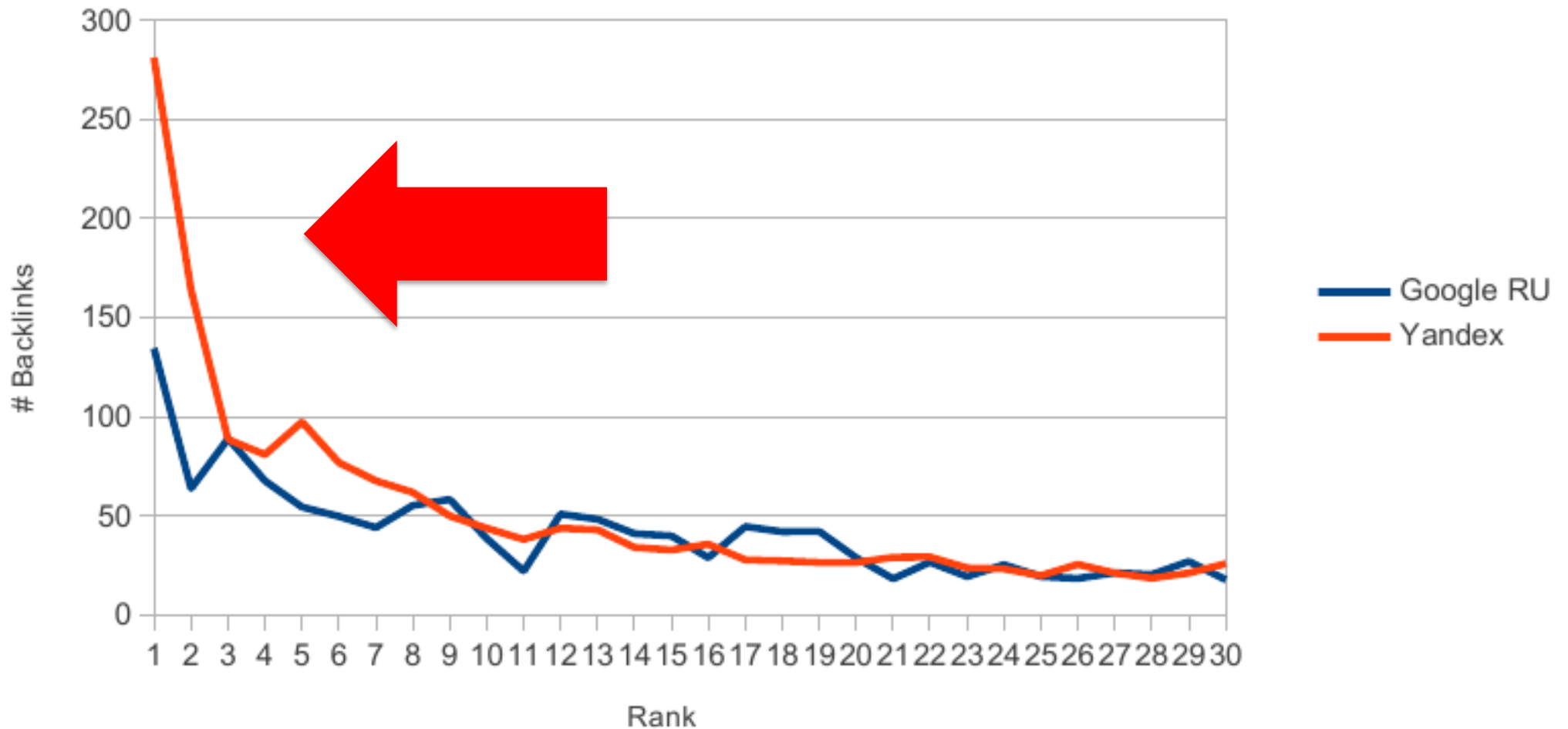
Length of URL (in characters)



Ranking factors – Yandex vs. Google

Links, links, links – Yandex is all about links

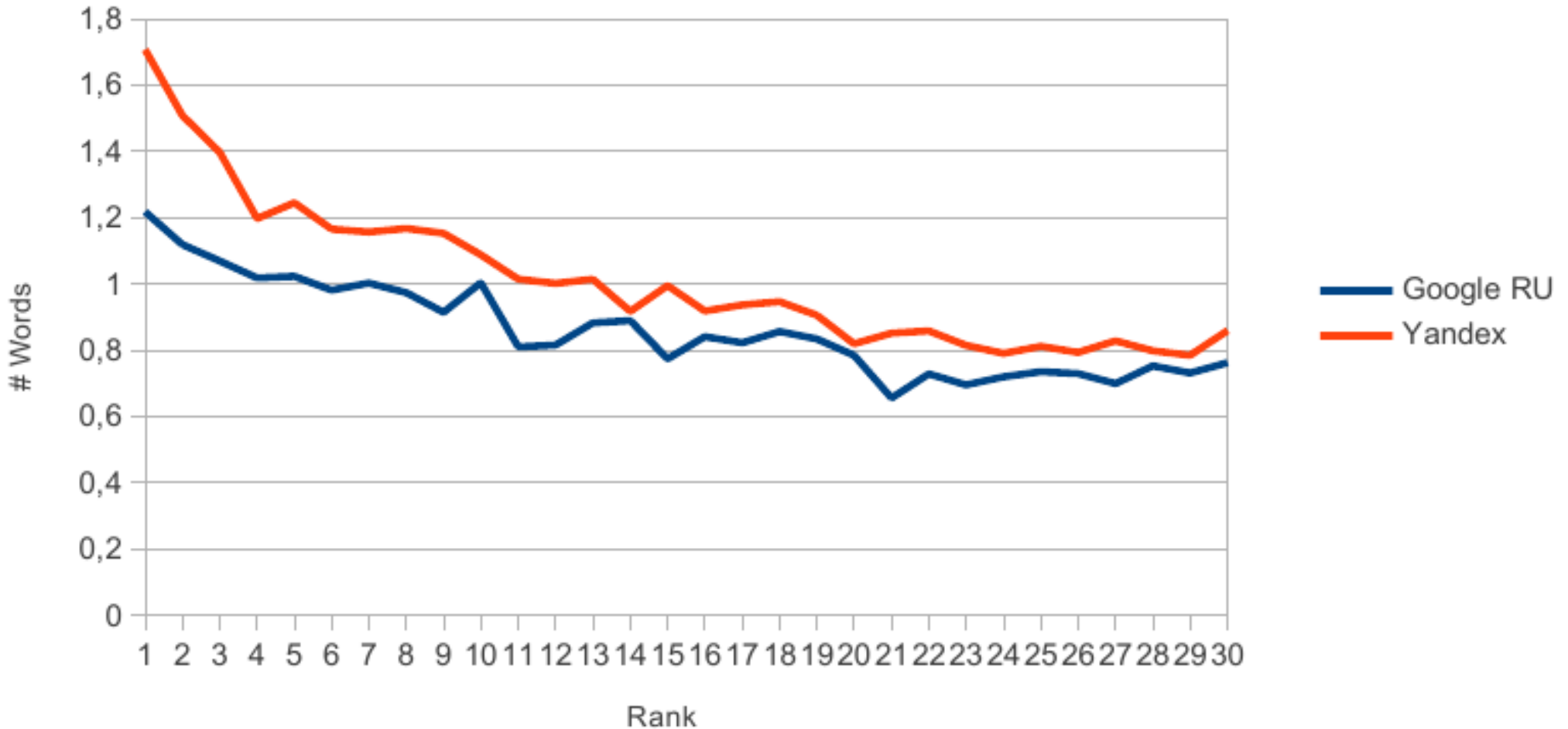
Number of backlinks



Ranking factors – Yandex vs. Google

You may have more words in anchor text of links

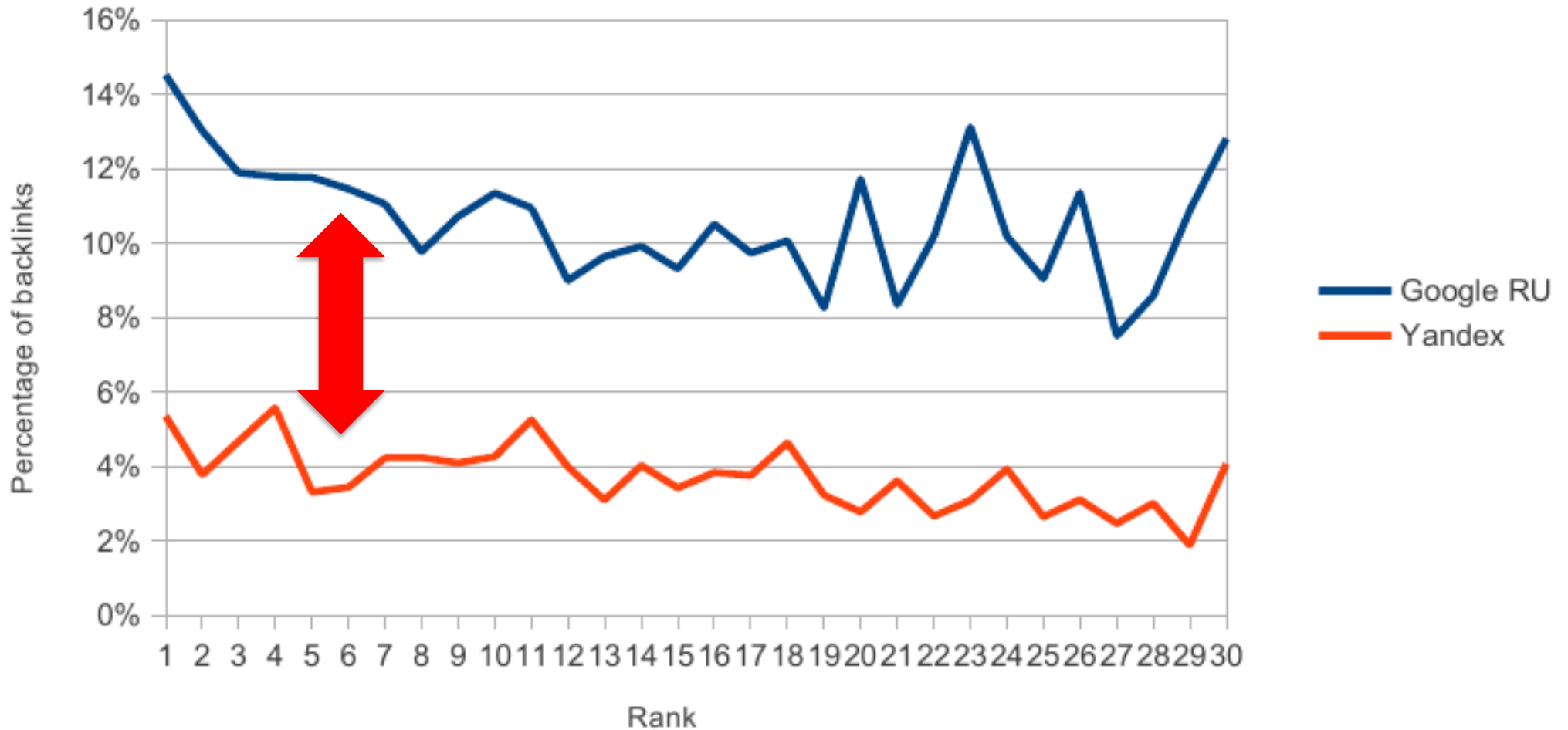
Number of anchor text words



Ranking factors – Yandex vs. Google

Keywords in backlinks are not necessarily needed

Percentage of backlinks with keyword



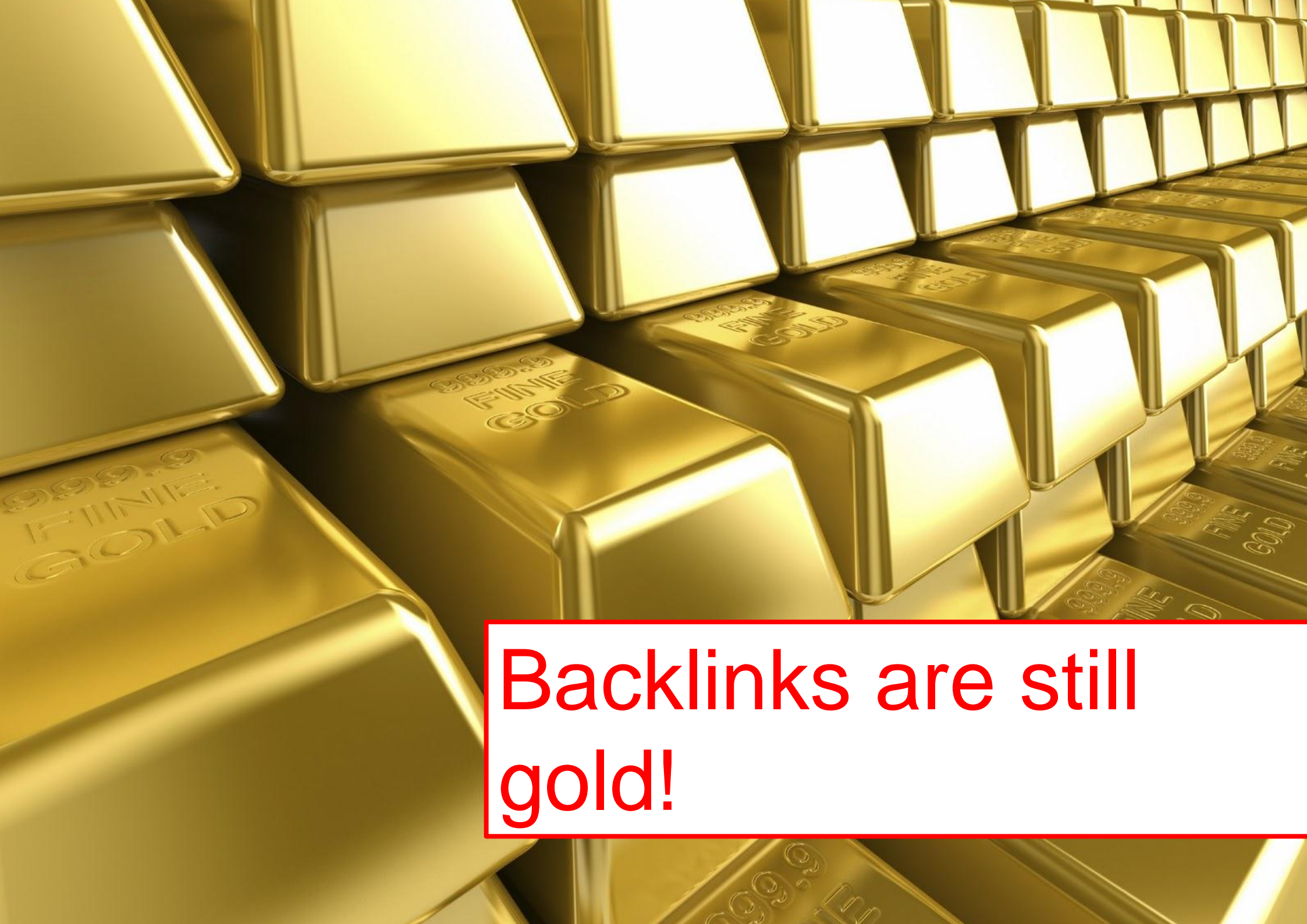
Ranking factors – Yandex vs. Google

Findings / Takeaways

- Having backlinks at Yandex is more important than having those at Google (Google Panda and Penguin Updates)
 - But keyword as an anchor is less important in Yandex than in Google
- Google prefers Wikipedia, Yandex doesn't
 - ru.wikipedia.org only has low correlation
- Yandex prefers more .net-domains
- Both Google.ru and Yandex rank homepages higher than subpages

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**Backlinks are still
gold!**

Link building in 2013



Link building in 2013

What does natural link building mean?

- 1. Classic Factors**
- 2. Newer Factors**
- 3. Future Factors**

Link building in 2013

Classic Factors

- **Backlink topology**
 - Anchor-text diversity
 - reasonable amount of brand links, neutral anchor texts like "click here" or "read more" or the URL
 - avoid suspicious accumulations of links with "hard" anchor texts pointing to the same pages
 - deep link ratio
 - links from strong, average and small websites
 - domain and IP diversity
 - co-citation

Link building in 2013

Classic Factors

- **Backlink history**
 - consider time as dimension in your backlink profile
 - Continuous link growth
 - Don't stop when you reach your desired position for certain keywords*
- **Trust**
 - Play by the rules or don't get caught
 - Get links from trusted sites
- In a short: avoid anything that might look unnatural. Google is getting better and better to identify suspicious patterns and to develop counteractive measures.

Link building in 2013

Newer Factors

- **User signals**

- documents with undeservedly high rankings achieved by links only get exposed by bad user signals
- Chose your target pages carefully and not only with regards to ranking potential and traffic
- Getting links for pages with less traffic potential but higher conversion rates result in sustained rankings and is more economical
- If you have good rankings for high traffic keywords monitor your bounce rate and keep your content useful and fresh

Link building in 2013

Future Factors

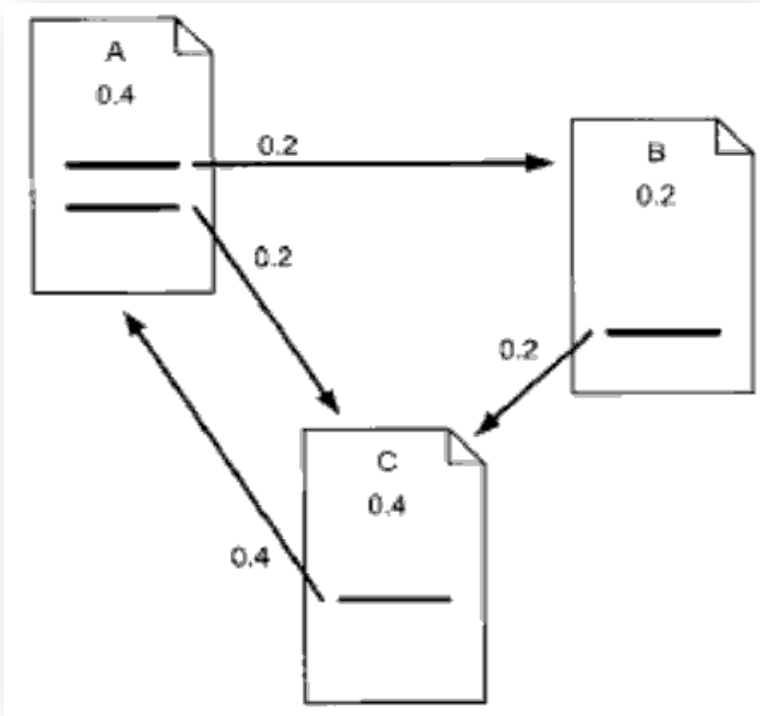
Social Links

- Social visibility can help to distinguish living from dead sites when looking for link sources
- Author Rank* will become a factor to be considered



Link building in 2013

Links versus Social Signals



A screenshot of a news website, 'The New York Times', with a 'SPIEGEL ONLINE' header. The main article is titled 'Update Panda gegen Klickfarmen' and 'Google kickt nervige Null-Inhalte raus'. The article includes a Google logo and a quote: 'Google-Webseiten umfassen ein Algorithmus streifen Billigheimer ab'. Below the article, there are social media sharing options for 'Tweet' (335) and 'Empfehlen' (733). To the right of the article, there are three numbered browser window icons (1, 2, 3) and a blue icon of a group of people with speech bubbles, representing social signals. A green arrow points from the article towards the social media icons, and a blue dashed arrow points from the group icon towards the article.

Link building in 2013

„Links are corrupted“
„Links can easily be manipulated“



Dan Thies @danthies

5h

@mattcutts kudos on squishing all them blog networks btw - we like to see the spam get nuked



Matt Cutts

@mattcutts



@danthies ah, glad you noticed that. Good to see at trafficplanet.com/topic/1885-aln... that it's on peoples' radar that they're on our radar. :)

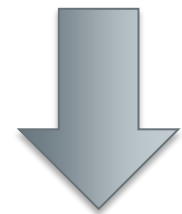
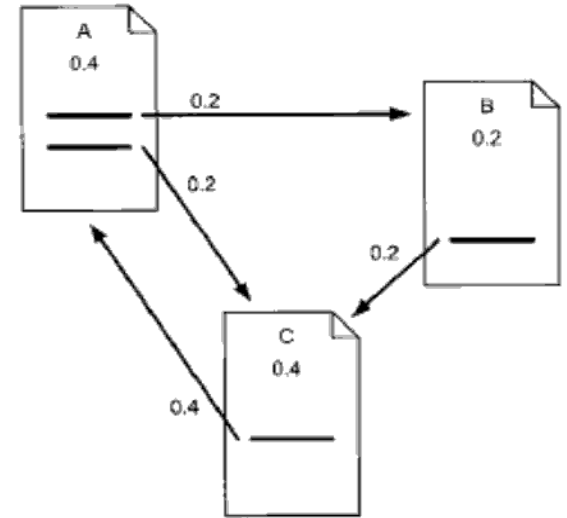
1
RETWEET

1
FAVORITE



3:36 PM - 15 Mar 12 via web - Embed this Tweet

Reply Retweet Favorite

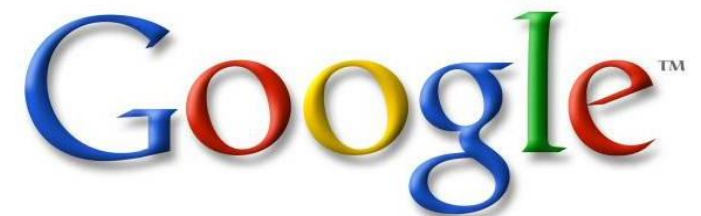


Link building in 2013

What Google thinks about the importance of Social signals

Product Management Director for Google Search – Jack Menzel:

“Links are not going away, but social is an important signal. And it will become more and more important.”



Link building in 2013

Just view links the way Search engines (Ideally) view them

Great links:

- Can drive targeted traffic
- Are earned naturally based on merit
- Are helpful to the user/reader
- Help make the web a better resource



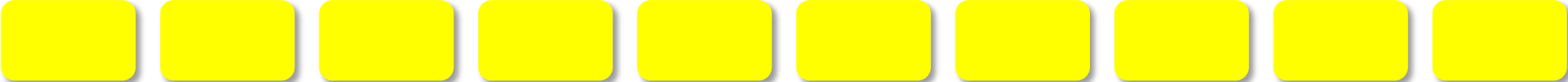
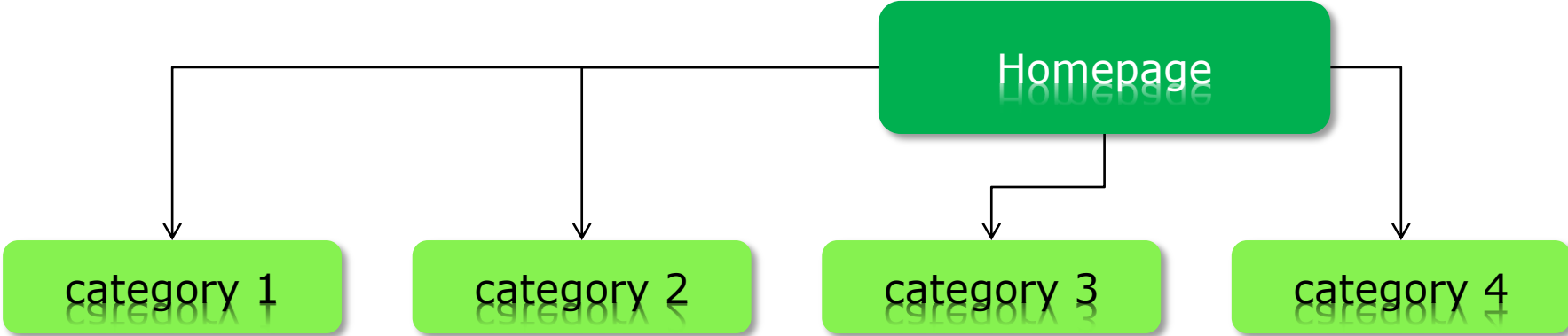
Evaluate links from multiple angles

- Would your Director of SEO like this link?
- Would your PR team like this link?
- Would a Google Quality Rater like this link?
- Would you show this link to the audience here at RACE?
- Would your CEO like this link?
- Would Matt Cutts like this link?



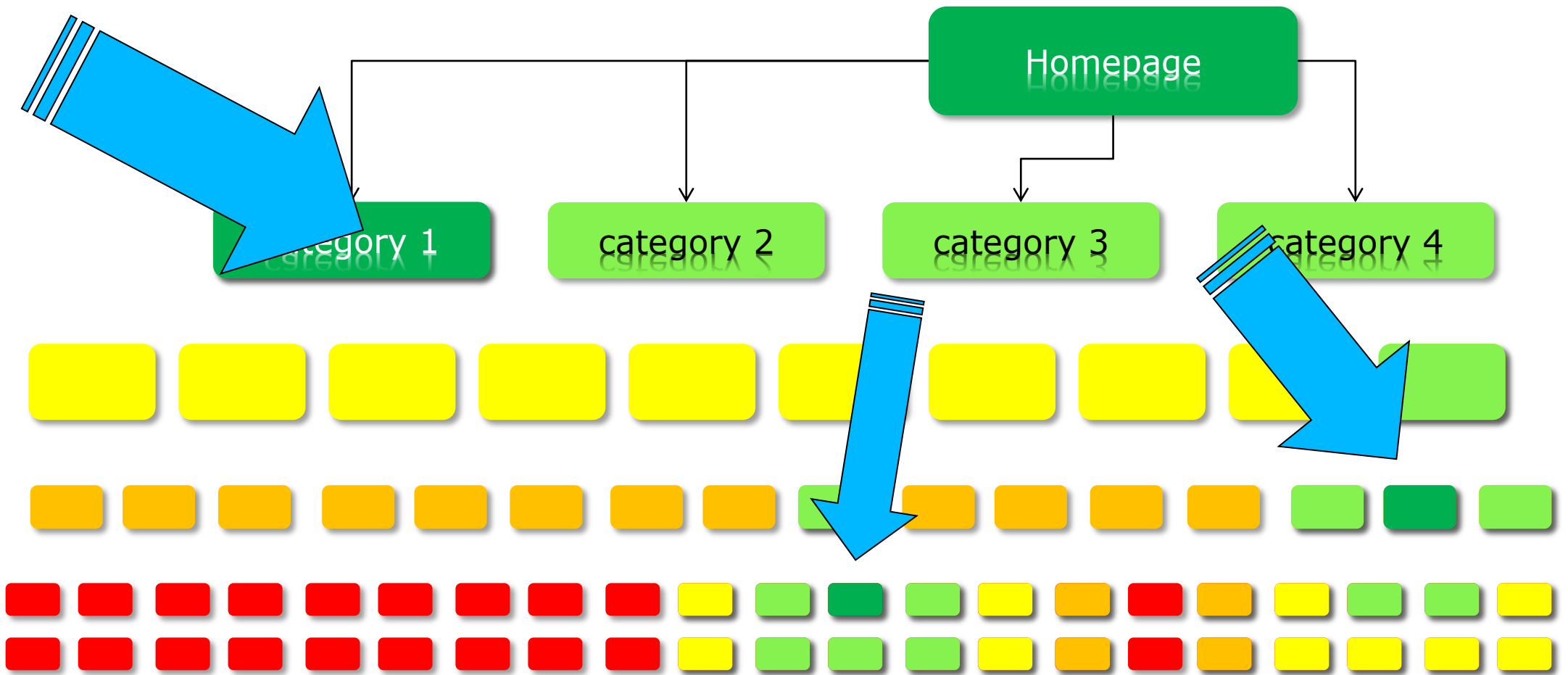
Link building in 2013

Typical link structure



Link building in 2013

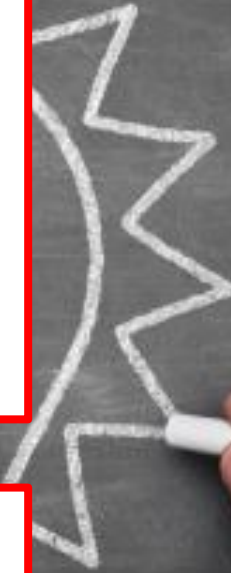
Typical link structure



Don't invent the wheel again and again.

Know your market and learn from your competitors.

Every topic needs a different approach to build links.



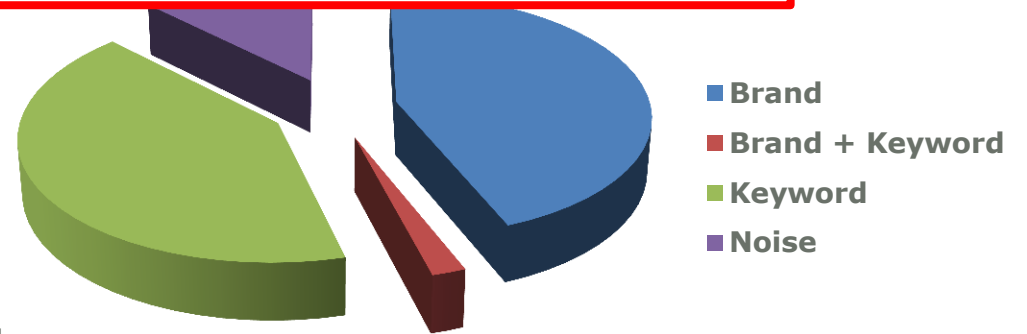
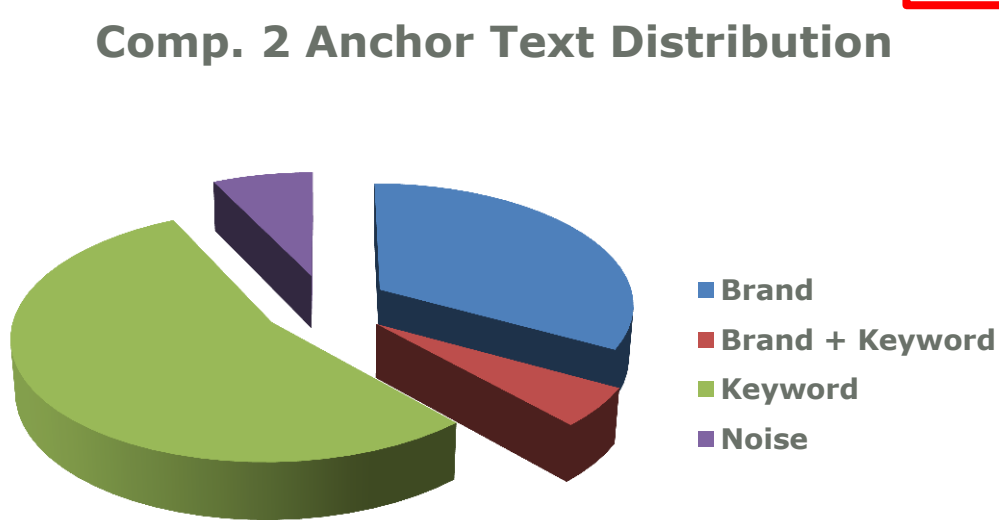
Link building in 2013

My Anchor Text Distribution



The ratio looks unnatural.

Comp. 2 Anchor Text Distribution



Link building in 2013

What are great links?

- Websites which have good search results and traffic, ideally with the same keyword universe
- Topic-specific links (good for user, to made for the bot)
- Links within good content
- Links from websites with a few or no external links
- Local links for example from institutions, clubs, producers (that have a high authority)
- Trusted sources links from print magazines, brands, governmental organisations, universities ...
- In best case a link is generating referral traffic

Brand Links / Non-Keyword Links – Must Have

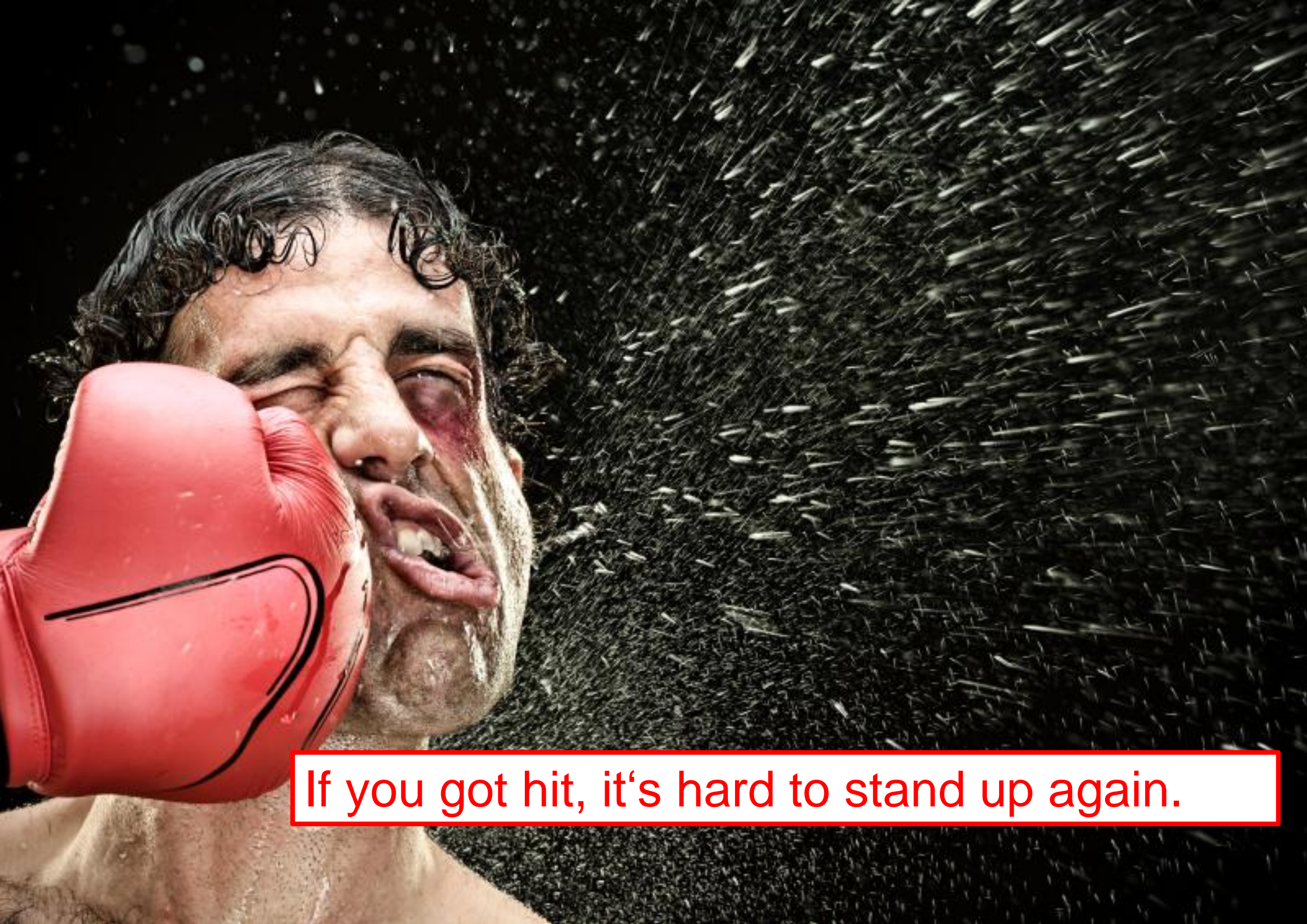


- Brand Links are natural
- It will be very complicated to find out if a brand link was bought, manipulated or whatsoever. That's why brand links were mostly not penalized
- Combine brand links with more natural words like „more here“, „read more“, „click here“ etc.

Link building in 2013

What makes a link partner good?

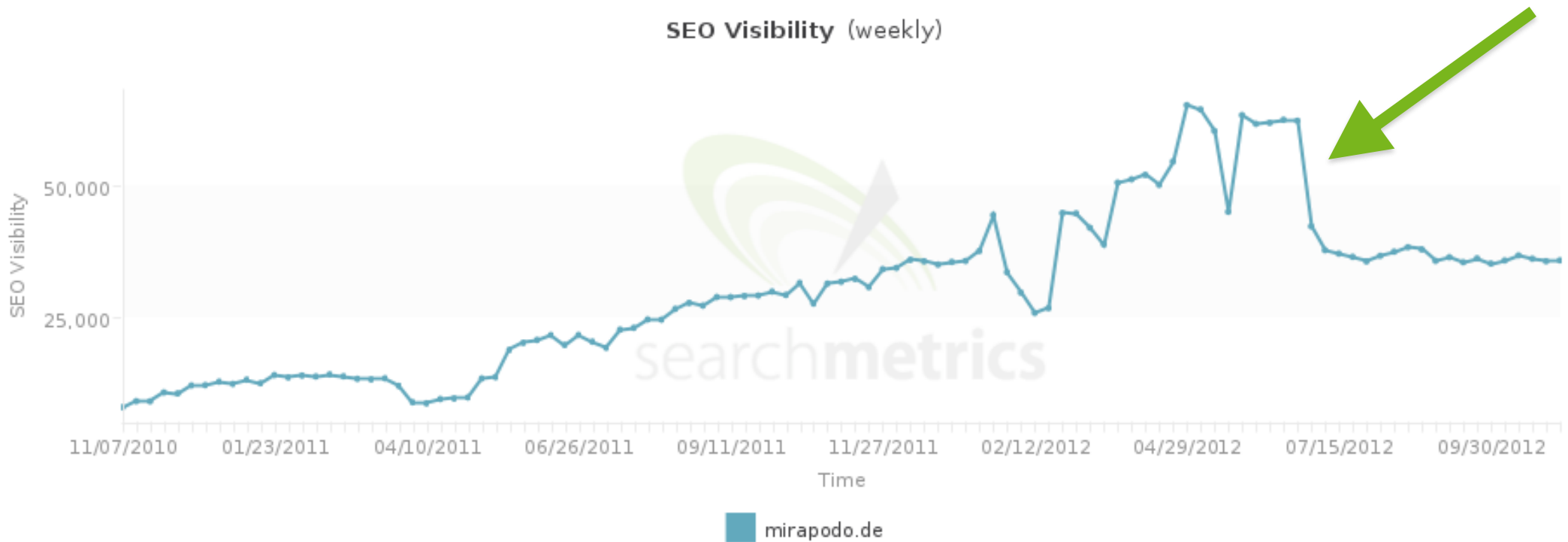
- Age of a website
- Own incoming links (Linkpop / Domainpop)
- No obvious link seller
- Good quality of the site
 - For example blogs with constant contributions /articles and a good community
 - Good reputation and a high visibility
 - Links from trusted sites (university, administrative departments, research, ...)
 - **having a good position itself (!)**



If you got hit, it's hard to stand up again.

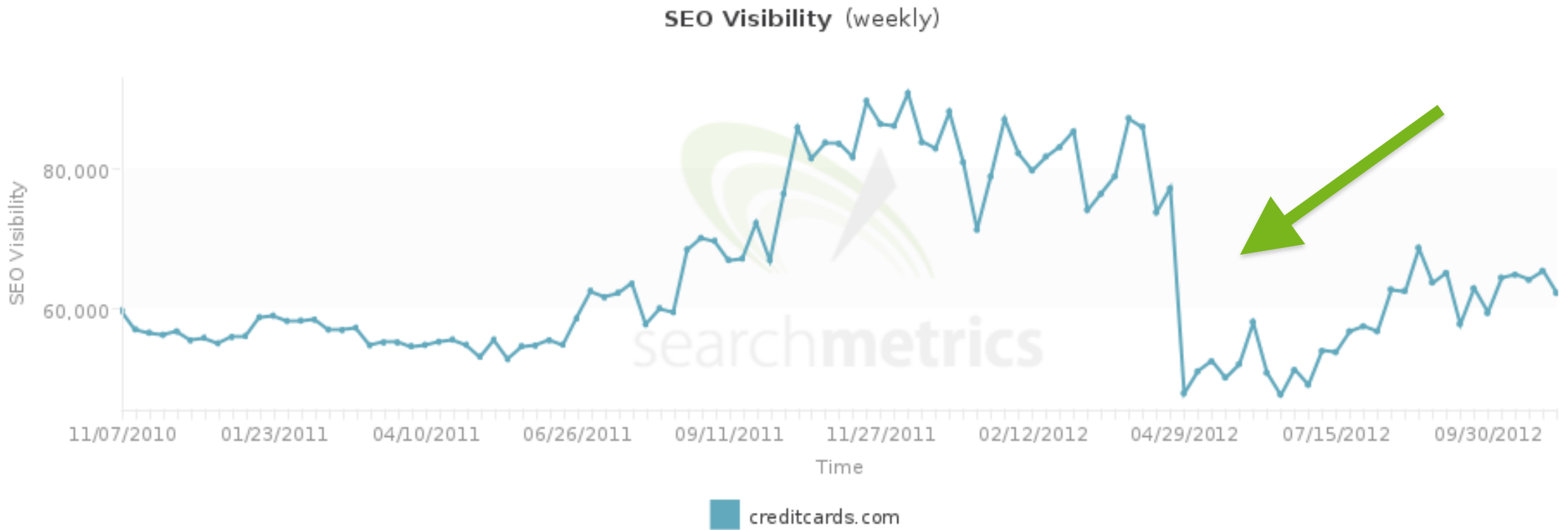
Google Penalty – overoptimized link building

- You are not safe, not even when you are a brand site



- But penalty often hit brand sites not as hard as clear SEO sites or smaller projects ...

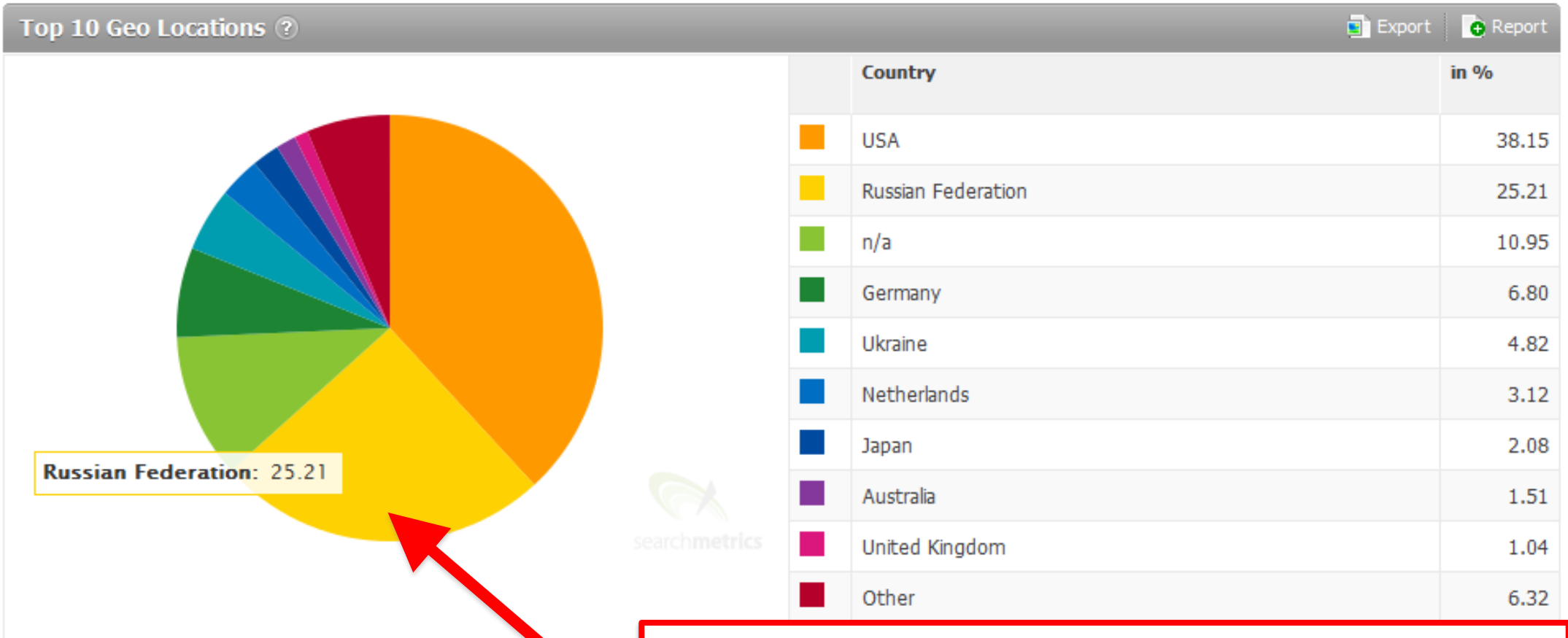
Google Penalty – overoptimized link building



Free-online-games-to-play.net is gone actually gone



Overoptimized link building



Only 38% links from U.S
- WTF!

Overoptimized link building

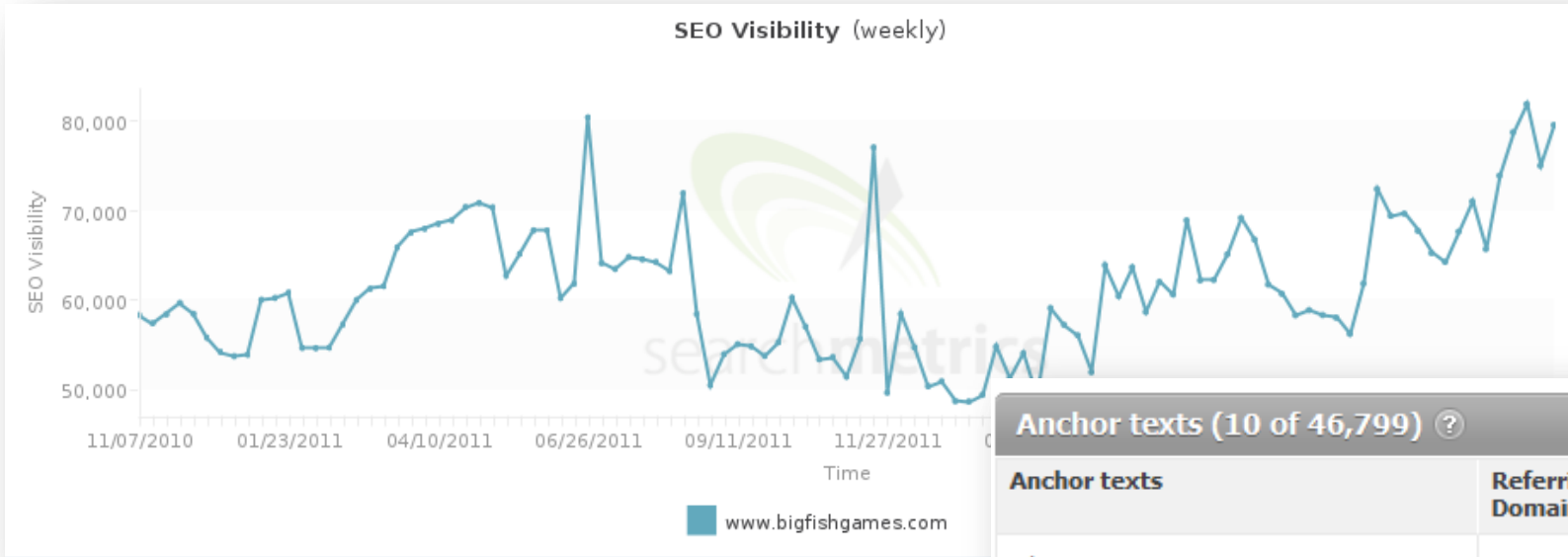
Anchor texts (1 to 100 of 374) ?

Export Report

Anchor text	Referring Domains	Frequency	in %
free online games	66	90	8.50
girls games	17	20	1.89
kids games	16	19	1.79
online games	15	21	1.98
shooting games		14	1.32
flying games		11	1.04
free games		15	1.42
arcade games		13	1.23
games for girls		14	1.32
sport games		12	1.13
shooting fighting games		10	0.94

Only anchor text with money keyword! Is that looking natural?

Better have a look at bigfishgames.com



Anchor texts (10 of 46,799) ?

Anchor texts	Referring Domains	Frequency	in %
n/a	1,158	145,788	9.27
big fish games	541	13,053	0.83
Big Fish Games	405	49,953	3.18
[img]	390	59,220	3.76
[IMG]	329	43,885	2.79
Terms of Use	257	62,296	3.96
Privacy Policy	257	61,087	3.88
here	202	6,631	0.42
www.bigfishgames.com	157	1,178	0.07
privacy policy	131	50,661	3.22

TOP GEO LOCATIONS

USA	37.52 %
Australia	36.20 %
Canada	7.54 %

Try to be a source of many content distributions

- Backlinks were you're the source are always relevant and looking natural

Nvidia soll laut diversen Industriequellen, allen [Enqpässen von Seiten der 28-Nanometer-Fertigung TMSCs](#) zum Trotz, daran festhalten, die Karten GTX 690 und GTX 670 zu Beginn des Monats Mai anzukündigen. Das würde auf den ersten Blick auch mit [bisherigen Indizien durchaus zusammenpassen](#).

Darüber hinaus werden auch noch die Karten GT 650, GT 640, GT 630 und GT 610 erwähnt. Während die GT 640 erst im Juni „erscheinen“ soll, wie es der Bericht formuliert, sollen die restlichen dieser Mittelklasse- und Low-End-Karten schon im Laufe des Monats Mai „erscheinen“.

Google-Anzeige

Den Wettbewerb überholen www.sistrix.de/_kostenfrei_testen
mit den Tools von sistrix.de analy- sieren Sie fremde Onlinestrategien

Empfehlen
 Twitten
 +1
 42 Kommentare >>

Autor: Maximilian Schlafer Quelle: DigiTimes

Die Unreal Engine 4 wird einem Bericht von Wired zufolge im Juni der Öffentlichkeit vorgestellt. Die erste lauffähige Version wird eine Techdemo sein, die rund drei Minuten lang ist und auf einer Geforce GTX 680 lauffähig sein soll. Diese Techdemo wurde bereits auf der Game Developers Conference vorgeführt. Ein 14 Entwickler starkes Team soll drei Monate daran gearbeitet haben. Pikant an der Sache: Epic kann nicht genau einschätzen, ob die gezeigte Grafik die Next-Gen-Konsolen Xbox 720 und Playstation 4 nicht überfordert. Die Demo zeigt verschneite Landschaften, eine Festung, einen höllischen Dämonen und viel Herr-der-Ringe-Atmosphäre.

Es gibt nun auch die ersten offiziellen Screenshots der Techdemo auf Basis der Unreal Engine 4. Die gezeigte Grafik kann man durchaus als atemberaubend bezeichnen - vor allem, wenn man die Geometrie in den Wireframe-Bildern betrachtet. Natürlich schießen Gerüchte ins Kraut, ob das Szenario nur für die Techdemo ausgewählt wurde oder ob mehr dahinter steckt. Immerhin arbeitet Epic an mehreren PC-exklusiven Spielen. Ob da eines dabei ist, was mit diesem Hintergrund an den Start geht? Wir werden es hoffentlich bald erfahren.

Quelle: Wired

DO

Try to be part of collections / listings

- Listings or collections on trusted sites have a great value for users, and also for search engines
- Wikipedia is a great example. Wikipedia itself is nofollowed, but try to find as much listing sites in your space and convince with your unique content

DO

Weblinks [\[Bearbeiten\]](#)

 **Wiktionary: Apple** – Bedeutungserklärungen, Wortherkunft, Synonyme, Übersetzungen

 **Commons: Apple** – Sammlung von Bildern, Videos und Audiodateien

 **Wikinews: Kategorie: Apple** – in den Nachrichten

- [Apple Deutschland](#) – [Apple Liechtenstein](#) – [Apple Österreich](#) – [Apple Schweiz](#)
- [macprime.ch](#) – [Apple History](#) – [Geschichte](#)
- [The Apple Museum](#) – Seite zur Geschichte von Apple (englisch)
- [apple-history.com](#) – Auflistung fast aller Apple-Geräte nach Datum, Familie oder Prozessor (englisch)
- [ApfelWiki](#) – Deutsches Apple-Wiki

Do I have to care about the link environment?

- Display of „sponsored links“ or link listings with too different and irrelevant links / topics have to be avoided



DON'T

Webtipps

ANZEIGE

Tipps zum Wohnung Einrichten

Informationen rund um die Einrichtung ihrer Wohnung von Wohnen.de

Der Geschenke Online Shop Geschenke.net

Ausgefallene Geschenke zu jedem Anlass.

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Gratis Strom Vergleicherstellen und den Anbieter wechseln.

Kredit Vergleich

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KFZ Vergleich

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Fernstudium

gutscheinpony.de

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Wechseln Sie Ihre Kfz-Versicherung und sparen Sie dabei!

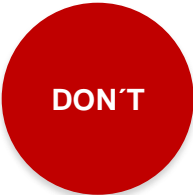
Jetzt schnell und einfach den passenden Handwerker finden. Sie wissen nicht wer welche Arbeiten macht? Wir schon!

Kredit ohne Schufa beantragen: Kredit-Beträge bis 10000 EUR

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Bad Neighbourhood - Porn, Pills, Casino!



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[Twitter](#) [WoW Gold](#)

Sponsoren

[Baufi24](#) [Baufinanzierung](#) [Baufinanzierung](#) [Preisvergleich](#)

[MisterInfo](#) says "Thanks for your great work". (24-Sep-10)

[Druckerpatronen](#) made a donation. (11-Sep-10)

[Casino Bonus](#) made a donation "in support of open source projects". (7-Sep-10)

[schmuck.org](#) made a donation. (6-Sep-10)

[Schaufensterpuppe](#) thank you very much for your great work! (4-Sep-10)

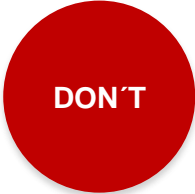
[Real Estate Valley](#) made a donation. (30-Aug-10)

Single Links HOT - Sitewide Links NOT

- A clean user friendly single link is much worth than a sitewide link. Back in the days sitewide links spread more linkjuice, this is gone now!
- A single link always seem to be placed be an editor if it fits to the content



Die Technik auf der Welt verändert sich rasend schnell. Es kommen laufend neue Erfindungen auf den Markt, die die Welt revolutionieren sollen. Es ist kaum noch möglich mit dem Fortschritt Schritt zu halten. Auf der Webseite von Trends der Zukunft, [Trends der Zukunft](#) werden viele solche neuen Technologien und Trends erklärt. Praktisch täglich werden dort neue Erfindungen präsentiert und detailliert erklärt. Ob einem die neusten Techniken auch das Leben erleichtern sei mal dahin gestellt. Aber es ist immer gut über die neusten Technologien informiert zu sein, damit man diese auch für sich nutzen kann und dadurch das Leben noch etwas mehr geniessen kann (www.trendsderzukunft.de).



EMPFEHLENSWERT

Filmtipps

Druckerei Flyer

iPad 3

Prepaid Karte

Strom und Gas

www.casinogutachter.com

Link building in 2013

How to find good link partners?

- Searchengine
 - Your keyword (plural, singular)
 - Your keyword + news, blog, etc.
- Keywords in blog search engines
 - Technorati.com
 - Google blog search
- DMOZ, Yahoo Directory
- Analyze backlinks regularly from different competitors

Link building in 2013

Link goals, anchor text?

- **Don't only link to strongest keywords**
- Good variety of deeplinks and corresponding keywords
- To vary link texts
- Emulate natural link building
 - „read more...” or „here...”
 - name of domain
- If possible do not link with one keyword of a landingpage to another hostname

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Link building best practise

What is most important?

good

Real

content!

Link building best practise

Example – GTA IV for Wii



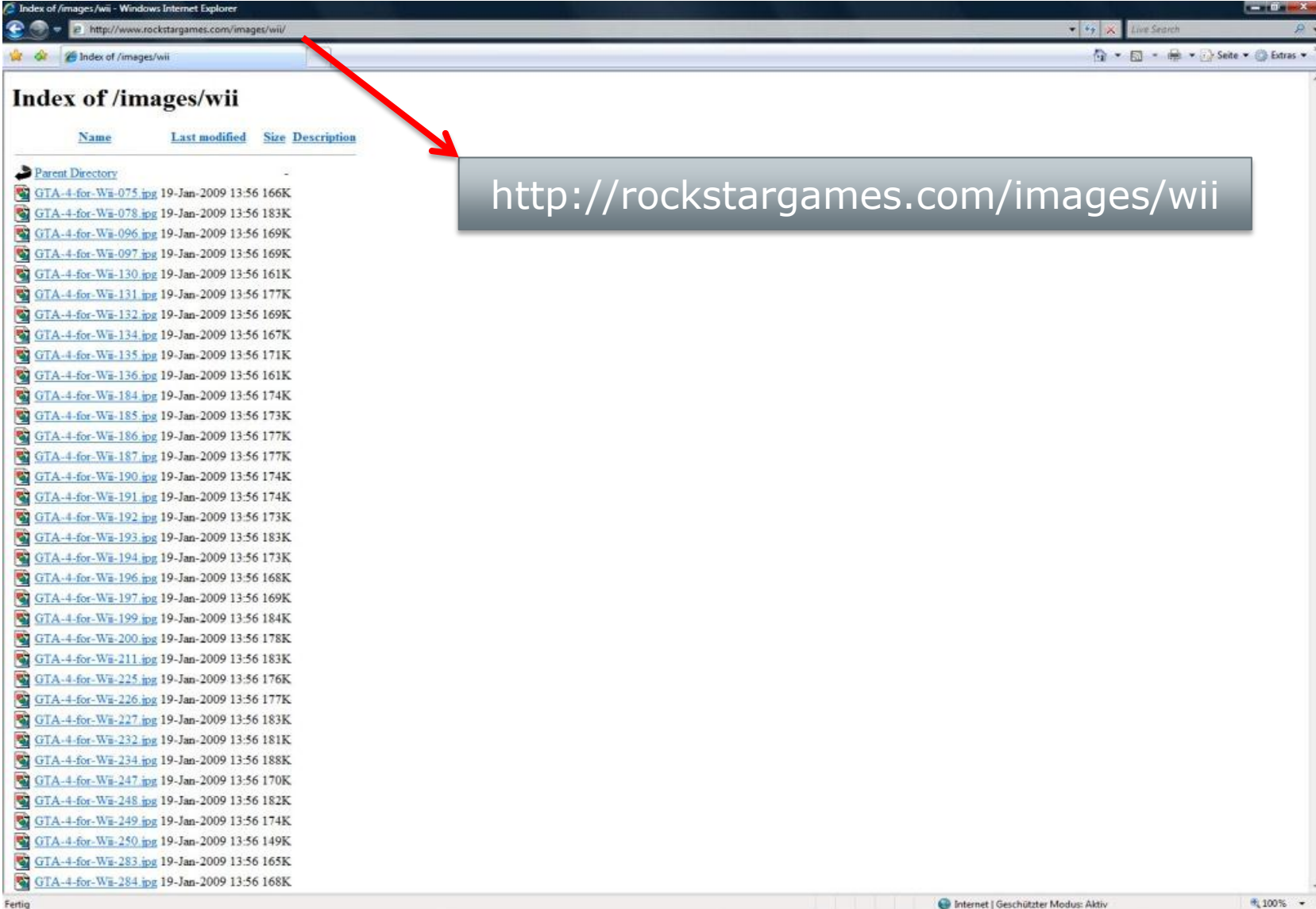
Link building best practise

Example – GTA IV for Wii



- **Idea:** create content that is fun and will be link voluntarily worldwide
 - GTA IV for Wii with new and smart move
- Implementation in English for Germanblogs

Link building best practise



The screenshot shows a Windows Internet Explorer browser window displaying a directory listing for the URL <http://www.rockstargames.com/images/wii/>. The browser's address bar contains the full URL. A red arrow points from the address bar to a grey callout box that contains the URL <http://rockstargames.com/images/wii/>. The directory listing shows a table of files with columns for Name, Last modified, Size, and Description. The files are all named "GTA-4-for-Wii-XXX.jpg" and were last modified on 19-Jan-2009 at 13:56. The sizes range from 149K to 188K.

Name	Last modified	Size	Description
Parent Directory	-	-	-
GTA-4-for-Wii-075.jpg	19-Jan-2009 13:56	166K	
GTA-4-for-Wii-078.jpg	19-Jan-2009 13:56	183K	
GTA-4-for-Wii-096.jpg	19-Jan-2009 13:56	169K	
GTA-4-for-Wii-097.jpg	19-Jan-2009 13:56	169K	
GTA-4-for-Wii-130.jpg	19-Jan-2009 13:56	161K	
GTA-4-for-Wii-131.jpg	19-Jan-2009 13:56	177K	
GTA-4-for-Wii-132.jpg	19-Jan-2009 13:56	169K	
GTA-4-for-Wii-134.jpg	19-Jan-2009 13:56	167K	
GTA-4-for-Wii-135.jpg	19-Jan-2009 13:56	171K	
GTA-4-for-Wii-136.jpg	19-Jan-2009 13:56	161K	
GTA-4-for-Wii-184.jpg	19-Jan-2009 13:56	174K	
GTA-4-for-Wii-185.jpg	19-Jan-2009 13:56	173K	
GTA-4-for-Wii-186.jpg	19-Jan-2009 13:56	177K	
GTA-4-for-Wii-187.jpg	19-Jan-2009 13:56	177K	
GTA-4-for-Wii-190.jpg	19-Jan-2009 13:56	174K	
GTA-4-for-Wii-191.jpg	19-Jan-2009 13:56	174K	
GTA-4-for-Wii-192.jpg	19-Jan-2009 13:56	173K	
GTA-4-for-Wii-193.jpg	19-Jan-2009 13:56	183K	
GTA-4-for-Wii-194.jpg	19-Jan-2009 13:56	173K	
GTA-4-for-Wii-196.jpg	19-Jan-2009 13:56	168K	
GTA-4-for-Wii-197.jpg	19-Jan-2009 13:56	169K	
GTA-4-for-Wii-199.jpg	19-Jan-2009 13:56	184K	
GTA-4-for-Wii-200.jpg	19-Jan-2009 13:56	178K	
GTA-4-for-Wii-211.jpg	19-Jan-2009 13:56	183K	
GTA-4-for-Wii-225.jpg	19-Jan-2009 13:56	176K	
GTA-4-for-Wii-226.jpg	19-Jan-2009 13:56	177K	
GTA-4-for-Wii-227.jpg	19-Jan-2009 13:56	183K	
GTA-4-for-Wii-232.jpg	19-Jan-2009 13:56	181K	
GTA-4-for-Wii-234.jpg	19-Jan-2009 13:56	188K	
GTA-4-for-Wii-247.jpg	19-Jan-2009 13:56	170K	
GTA-4-for-Wii-248.jpg	19-Jan-2009 13:56	182K	
GTA-4-for-Wii-249.jpg	19-Jan-2009 13:56	174K	
GTA-4-for-Wii-250.jpg	19-Jan-2009 13:56	149K	
GTA-4-for-Wii-283.jpg	19-Jan-2009 13:56	165K	
GTA-4-for-Wii-284.jpg	19-Jan-2009 13:56	168K	

Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise



Link building best practise





Example – GTA IV for Wii


- Preparation: 2 days (Storyboard, location setting, etc)
- Performance: 16 hours
 - Take pictures
 - Rework pictures
 - Write blogposts
- Seeding via Techcrunch, N4G, Digg and some emails to Engadget etc.

235 diggs

[GTA for Wii - Rockstar Games released pictures](#)

games.germanblogs.de — Rockstargames is releasing GTA for the Wii. Today, I came across a photo gallery on and found loads of images, that were obviously showing developers testing the GTA Wii. The gameplay promises to be more violent compared to the PS3 version. [More...](#) (Nintendo)

 [23 Comments](#)  [Share](#)  [Bury](#)  [blackhole77](#) submitted **Jan 21, 2009**



Link building best practise

Example – GTA IV for Wii

- **Result:** hundreds of links from different topic-specific websites with extremely high trust
 - Gamespot.com
 - Gamedaily.com
 - Techcrunch.com
 - N4g.com
 - Additional links from France, Finland, Greece, Japan, Russia etc
- Additional traffic from over 80.000 unique user

Link building best practise

GAMEDAILY Web Images Videos News Local Sign In / Register

SEARCH Q

Main Consoles **Games** Downloads Videos Galleries Cheats Reviews Previews Features News Gear Send Feedback

Grand Theft Auto IV for Wii (Rumor) (DS)

Picture purportedly taken from the Rockstar Web site show a tester playing GTA using a Wii remote and Nunchuck.
by Libe Goad on Friday, January 23, 2009

UPDATE Pictures purportedly snatched from the Rockstar Games Web site show someone testing what looks to be ... [Grand Theft Auto IV](#) for Wii. A slew of pictures shows the tester using the Wii remote and Nunchuck to punch out guys on the street, to drive a car and a motorcycle and hit the pins at a bowling alley. These images also make it appear that GTA on Wii will additionally support using a Wii blaster to gun down enemies.

This tester appears to be using the Wii remote/Nunchuck to punch out guys in GTA.

~~We've contacted Rockstar for further comments~~ Rockstar reps say they have "no official comment" on the story. Then we went to the Web site where the original blogger found the story, but no images appeared at that URL. Either they've been taken down or someone's got some great Photoshop skills.

[More on "Grand Theft Auto: Chinatown Wars"](#)

Grand Theft Auto: Chinatown Wars			
	Genre	Release Date	
	Action	03/17/2009	
	Publisher	Developer	
	Rockstar Games	Rockstar North	
ESRB			
M - Mature			

Grand Theft Auto IV			
	Genre	Release Date	
	Action	04/29/2008	
	Publisher	Developer	
	Rockstar Games	Rockstar Games	

Also a article on **Gamedaily.com** one of the most visited game sites in the world

Link building best practise

YAHOO! DEUTSCHLAND Site Explorer

http://games.germanbloqs.de/archive/2009/01/21/rockstar- **URL erkunden**

Ergebnisse Tipp: Ihre "linkdomain:" Suchanfrage wurde zum Site Explorer weitergeleitet. Sie können mit der Web Suche fortfahren und weitersuchen.

Seiten (0) **Backlinks (581)** Backlinks anzeigen: Von allen Seiten

Hinweise zu den Ergebnissen:

Schlagen Sie eine Seite oder einen Seitenfeed vor | Exportieren Sie die ersten 1.000 Ergebnisse im Format: TSV

1.	Клуб Nintendo Wii - Нинтендо Клаб text/html http://nintendoclub.ru/ - 88k - Cache	Erkunden
2.	germanblogs - wissen was bloggt text/html http://www.germanblogs.de/ - 50k - Cache	Erkunden
3.	Games Blog - Für Menschen mit Spieltrieb text/html http://games.germanblogs.de/ - 74k - Cache	Erkunden
4.	Rockstar Games releasing GTA for Wii games blog text/html http://games.germanblogs.de/archive/2009/01/21/rockstar-games-realesing-gta-for-wii.htm - 68k - Cache	Erkunden
5.	Gta GEEK WEBZINE HIGH-TECH Nowhere Else text/html http://www.nowhereelse.fr/index.php?s=gta - 56k - Cache	Erkunden
6.	Grand Theft Auto 4 - ProductWiki unbiased product reviews text/html http://www.productwiki.com/grand-theft-auto-4/ - 128k - Cache	Erkunden
7.	Ich habe meine Zweifel, ob die Selbstkontrolle funktioniert games blog text/html http://games.germanblogs.de/archive/2006/06/21/ke6e99yw9e13.htm - 37k - Cache	Erkunden
8.	iTWire - GTA for the Nintendo Wii? RockStar say . text/html http://www.itwire.com/content/view/22880/1092/ - 57k - Cache	Erkunden
9.	Destructoid, The hardcore gamer's community text/html http://www.destructoid.com/elephant/index.phtml?t=Rockstar - 250k - Cache	Erkunden
10.	GTA 4 Wii exists? Screenshots inside	

How to get links

Interesting Content?

- Become an expert on the subject and publish constantly blogposts, news, speculations etc.
- Provoke, polarize!
- Use new trends to generate attention
- Produce topic sites for sites which are relevant with high trust
- Social News sites and for example Twitter and vk.com are good sites to spread links with good content

How to get links

What else can you do?

- Become environmentalist
- Donate money for flood and earthquake victims
- Become involved in social projects
- Provoke warnings to get attention in public
- Get attention and generate lots of links to conceal other strong keyword links

How to get links

Guest blogging

- Guest blogs are a safe way of link building
- There are free guest blogging search engine
- <http://www.paddymoogan.com/guest-posting-search-engine/>



Link building is about people

- Link Building Is **NOT** about getting a link. It's about convincing someone **you don't know** to take a real world action that benefits you.



**HEY I'M
AWESOME
LINK TO
ME!**

Build relations not links

- Tailor your link building efforts to your audience and your business goals for more effective results.



How to get links

Build relationships

- **Amazon wish list email feature**
 - you can search for other people's wish lists using their email address.
 - put a blogger's email address into Amazon Wish Lists
 - If they have, maybe send them a gift with a little note
 - great way of building a relationship
- **Meetup.com**
 - search for "blogger"
 - refine the results by your area
 - find local bloggers meeting up in the same place.
 - Instead of emailing those people, just go to the event

How to get links

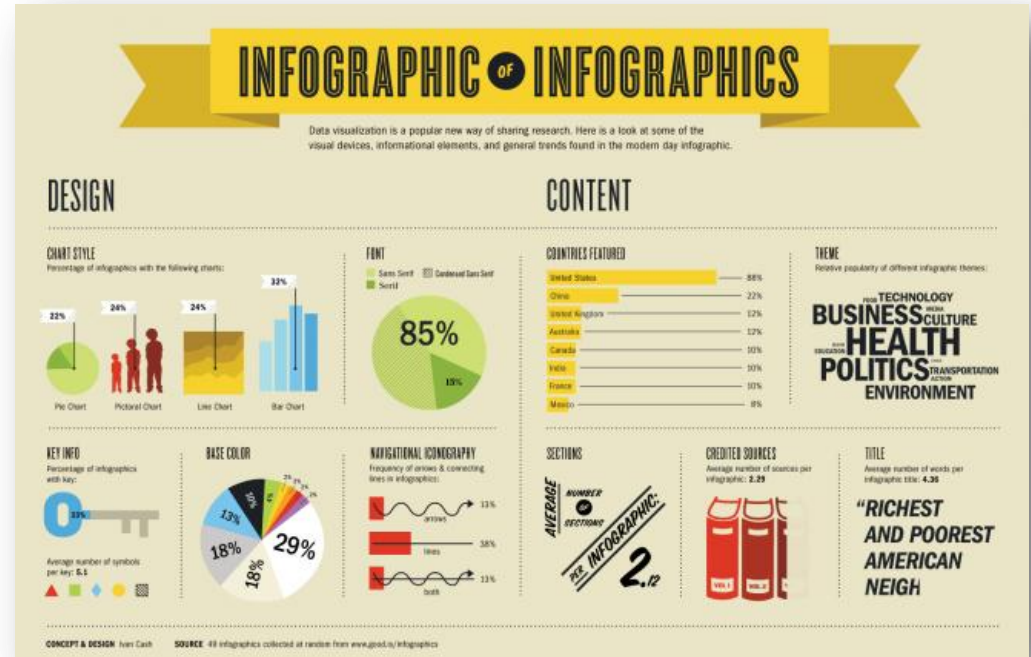
Build great content

- Give away a free ebook
- Launch a podcast
- Infographics
- Build widgets
- Provide free software
- Release an app
- Share photos and images under the Creative Commons license
- Publish icon sets
- Create website badges
- Publish a whitepaper
- Put together informative case studies

How to get links

Infographics

- Build infographics quickly
- **Infogr.am** is really cool
 - uploading your own data
 - put headlines
 - No designer needed
- if you get some good wins
 - take it to your boss and show "I did this. I'm not a designer. Get us a designer for a day and let's see what we can do"



How to get links

Build great content

- Give away a free ebook
- Launch a podcast
- Build widgets
- Provide free software
- Release an app
- Share photos and images under the Creative Commons license
- Publish icon sets
- Create website badges
- Publish a whitepaper
- Put together informative case studies

How to get links

Most linked pages: searchmetrics.com

Target-URL	Referring Domains	Frequency	in %
www.searchmetrics.com/	386	3,992	3.61
www.searchmetrics.com/en/			
blog.searchmetrics.com/us/2011/04/12/googles-panda-update-rolls-out-to-uk/	145	425	0.38
rapid.searchmetrics.com/en/seo-tools/site-analysis/website-speed-test,46.html		859	0.78
www.searchmetrics.com/de/	117	3,478	3.15
www.searchmetrics.com/en/searchmetrics-bot/	102	336	0.30
rapid.searchmetrics.com/	99	6,982	6.32
searchmetrics.com/	92	807	0.73
blog.searchmetrics.com/de/2011/08/13/google-panda-update-in-deutschland-gewinner-und-verlierer/			
blog.searchmetrics.com/us/2011/10/01/google-panda-usa-update-2-5/	69	154	0.14
www.searchmetrics.com/de/service/ranking-faktoren/de/			
rapid.searchmetrics.com/en/seo-tools/link-tools/link-popularity-backlinks,20.html	66	2,053	1.95
blog.searchmetrics.com/us/2012/04/25/google-bad-seo-update-a-first-earthquake-on-the-short-head/	63		

Google panda analysis (UK)

free tool

Google panda analysis (GER)

Google panda analysis (USA)

free tool

How to get links

Generation of new backlinks

- Special offers for students (coupons, discounts, free seminars and workshops)
 - -> potential linking to linklists, pin boards, boards from universities and student organizations



Martin-Luther-Universität Halle-Wittenberg
UNIVERSITÄTS- UND LANDESBIBLIOTHEK
SACHSEN-ANHALT

Kataloge Image-Kataloge GBV KVK Datenbanken Zweigbibliotheken

Nützliche Links

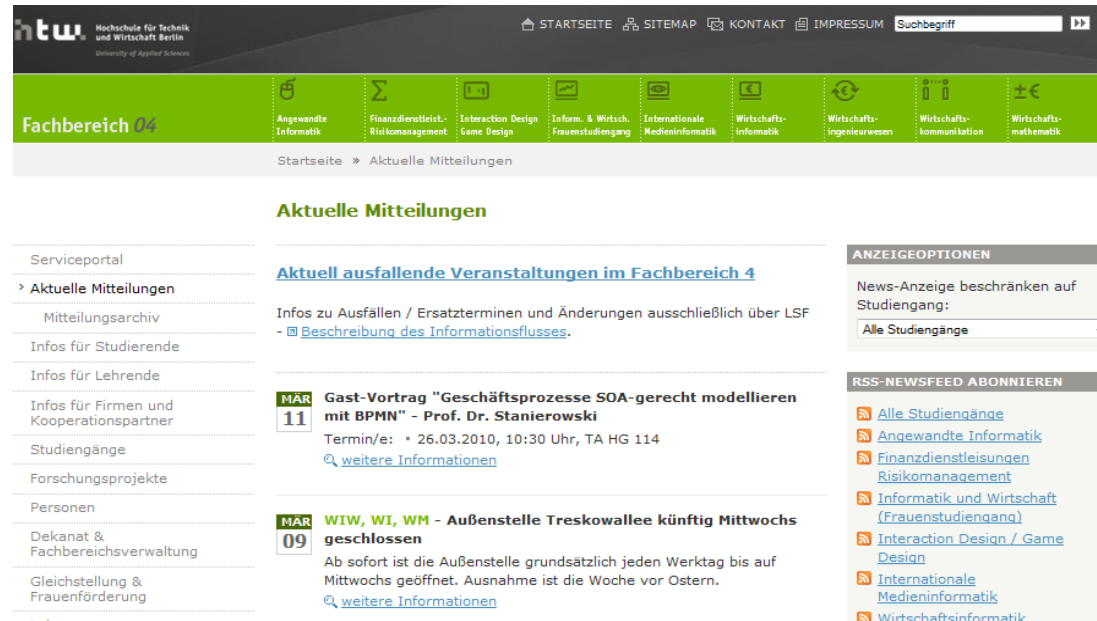
- [Fahrplanauskunft der Bahn](#) →
- [Telefonauskunft der Telekom](#) →
- [Informationsdienst über Telefentarife](#) →
- [Kommunikationsverzeichnis der Martin-Luther-Universität](#)
- [Wissenschaftsrat](#) →
- [Deutsche Forschungsgemeinschaft DFG](#) →

Die Universität

Universitäts- und Landesbibliothek (ULB)

Web-Links

Bibliotheken, Verbände
Tagungen, Kongresse
Verlage, Buchhändler



htw Hochschule für Technik und Wirtschaft Berlin
University of Applied Sciences

STARTSEITE SITEMAP KONTAKT IMPRESSUM Suchbegriff

Fachbereich 04

Angewandte Informatik Finanzdienstleistungs-Risikomanagement Interaction Design Game Design Inform. & Wirtschaftswissenschaften Frauenstudien Internationaler Medieninformatik Wirtschaftsinformatik Wirtschaftsingenieurwesen Wirtschaftskommunikation Wirtschaftsmathematik

Startseite » Aktuelle Mitteilungen

Aktuelle Mitteilungen

Serviceportal

» **Aktuelle Mitteilungen**

Mitteilungsarchiv

Infos für Studierende

Infos für Lehrende

Infos für Firmen und Kooperationspartner

Studiengänge

Forschungsprojekte

Personen

Dekanat & Fachbereichsverwaltung

Gleichstellung & Frauenförderung

Aktuell ausfallende Veranstaltungen im Fachbereich 4

Infos zu Ausfällen / Ersatzterminen und Änderungen ausschließlich über LSF - [Beschreibung des Informationsflusses](#).

MAR 11 **Gast-Vortrag "Geschäftsprozesse SOA-gerecht modellieren mit BPMN" - Prof. Dr. Stanierowski**
Termin/e: • 26.03.2010, 10:30 Uhr, TA HG 114
[weitere Informationen](#)

MAR 09 **WIW, WI, WM - Außenstelle Treskowallee künftig Mittwochs geschlossen**
Ab sofort ist die Außenstelle grundsätzlich jeden Werktag bis auf Mittwochs geöffnet. Ausnahme ist die Woche vor Ostern.
[weitere Informationen](#)

ANZEIGEOPTIONEN

News-Anzeige beschränken auf Studiengang:
[Alle Studiengänge](#)

RSS-NEWSFEED ABONNIEREN

- [Alle Studiengänge](#)
- [Angewandte Informatik](#)
- [Finanzdienstleistungen Risikomanagement](#)
- [Informatik und Wirtschaft \(Frauenstudienang\)](#)
- [Interaction Design / Game Design](#)
- [Internationale Medieninformatik](#)
- [Wirtschaftsinformatik](#)

How to get links

Generation of new backlinks

- Getting attention on the internet and other communication channels (radio, TV, magazines...) in general
- Commercials that don't fit into your CI perform miracles (for example youth style commercial for conservative customers, self-irony, etc.).



Agenda

1. Ranking factors – Yandex vs. Google
2. Link building in 2013
3. How to get links / Link building best practise
- 4. Paid links**

Paid Links

Link Buying?

- Are Paid Links evil?
- Search engines especially Google try to fight aggressively bought links for example with public page rank devaluations
- New Unnatural Links Warning in Google Webmaster Tools
- Bought links distort the SERPS
- Should you buy links anyway?
 - **Yes, as long as there is no footprint visible!**

Paid Links

Benefits of Link Buying

- It's easy and therefore comfortable
 - There is a categorization
 - You can search for [Keyword] sites
- Link market places are checking accessibility of links
- There is no commitment besides money
- Get the right reach and popularity for your brand on the internet
- Speed and extent of the growth can be scaled

Paid Links

Cons of Link Buying

- Money must be invested specifically (cost factor occurs)
- Lots of thin affiliate sites and link farms
- Good and strong sites don't sell their links through link market place or they are really expensive
- Also Google/Yandex employees can get accounts
- You are depending on someone (renting links)
- Unprofessional and nonserious link building can be damaging

International. Efficient. Searchmetrics Suite™



76
Countries
worldwide

SUITE

Google
Yahoo
Bing
Yandex
Baidu
Naver
Seznam

50
Local
Rankings

75
Million
Domains

100
Million
Keywords

**SEARCH
ANALYTICS**