

The Definitive Guide To Link Buying

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Why links are important to you.

Links are a source of targeted traffic.

Links from similar themed websites drive relevant traffic interested in your website and the products it offers. Targeted traffic is more apt to convert into a sale. When you buy relevant links you gain both direct and indirect value.

Relevant links raise your natural search engine rankings.

Links connect you to the major search engines for inclusion into their database. Additionally, search engines use links in their relevancy algorithms. By securing links on relevant websites you are ensuring that your website will be included and ranked accordingly. Building incoming links to your website is the most important thing you can do to increase your organic search engine rankings.

Why link popularity is the top factor in top search engine rankings.

The Value of Links versus Content

It used to be said that content is king. And while content is an important ingredient in developing a commercially successful website, **link popularity** is proving to be the deciding factor on what will or will not rank well, especially on Google. **Off page criteria** has grown into the primary ranking factor in the major search engines.

Link popularity analysis makes Google famous

The biggest feature that sets Google apart from their search engine competition was **PageRank**. Most search engines at the time looked at on-page factors to analyze what a web page was about. **On-page factors** are essentially how a website reads and the words contained therein. There was no verification from other parties.

▼ Glossary Term

Link Popularity

The measure the quantity and/or quality of sites that link back to your web page.

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Off Page Criteria

When a search engine ranks pages by using data that is not present on the web page itself. This could be the presence of a directory listing, or the number and quality of inbound links to a page.

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PageRank

A method developed and patented by Stanford University and Larry Page (cofounder of Google) to rank search engine results. PageRank gives a unique ranking to every page on the internet. The ranking number is based on the number and quality of inbound links pointing at a page.

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On-Page Factors

Ranking criteria that can be found on a web page. These factors include: text on the page, meta-tags, keyword density, keyword proximity, etc.

What Google did was analyze what other websites were saying about a particular web page by analyzing incoming links to a website. Google's algorithm ranks websites primarily on:

1. The volume of incoming links to a webpage.
2. The quality of the incoming links to a webpage.
3. The **anchor text** (link text) of the incoming link to your webpage.

Volume of Links

The more links pointing to a website, the more important it is assumed to be. This is part of what goes into the mix of calculating PageRank.

A website like Yahoo is judged to be important because thousands of websites around the web are pointing to it. And if an important website links to your website, then your website is also judged to be important, which brings us to the aspect of quality.

Quality of Links

All incoming links are not the same. A link from Yahoo is judged to be more authoritative than a link from a poorly linked website. A link from a website that has a high number of naturally occurring inbound links and is themed the same as your website is a high quality link.

The web is divided by "neighborhoods" relative to their theme as well as quality. Google makes reference to "bad neighborhoods" and it's important to stay out of them. **Free for all (FFA) link exchanges** are an example of a low quality link neighborhood.

Anchor Text

Since people naturally use descriptive text when linking to other websites, Google analyzes anchor text. It used to be enough to attain a handful of high PageRank links with relevant anchor text in order to rank well, but now it is important to achieve links from a wide variety of websites with descriptive anchor text. As search engine space becomes more competitive it will be imperative to secure a high volume of high quality incoming links.

How Links Help Your Website

The **citation** analysis model allows the web community to, in essence, vote for the top results. The problem is that if the web community cannot see your website (it currently does not rank well on the search engines), it's never going to vote on it.

Another flaw is that while a natural growth of links is possible with a website that is creating ideas, such as a blog, this does not happen naturally with most commercial websites. **Commercial websites are obligated to create content that inspires linking and take a proactive stance toward developing inbound links.**

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Anchor Text

Anchor text is the text on a page that is linked to another web page or a different place on the current page. When you click on anchor text, you will be taken to the page or place on the page to which it is linked.

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FFA Link Farm

A link farm ffa or (Free For All) are farms where anyone can add a link. Many of these ffa/link Farms have been banned.

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Citation

A citation is a reference to an entity. Citation: quote, mention, reference. Citation in the context of the web usually means a HREF link to a location. A Citation count is the count of references to a page on the internet. Some search engines work on the theory that pages with high citation

How Best to Acquire Links

The challenge is to achieve a high number of inbound links with relevant anchor text. One can hire someone to accomplish the arduous chore of attaining links (through **reciprocal link exchanges**) with a limited prospect of success. The problems with reciprocal linking are that it takes significant time investment and search engines can discount reciprocal links. Search engines give a higher value to **one way links** to your website.

A more effective method of link building is purchasing links from high quality relevant websites who are willing to sell advertising space. The link-text advertising model has eased the process of attaining links. Below are tips to help you in developing an effective link buying strategy.

Link Buying Tip #1: Buy Relevancy, Not PageRank

The first criteria when buying links should be the relevancy of the web page where your link will be placed. Buying links based solely on PageRank is not recommended. There are many linking factors that contribute to high search engine rankings and buying links solely on PageRank will not accomplish your goals. This is why it is not unusual to see pages with a low PageRank ranking high on Google.

Relevant links are links on websites that have a chance at reaching your target market. If you have a real estate website then of course advertising on other real estate websites or real estate sections would be a good choice but advertising on other related sites such as: mortgage sites, moving company sites, local area guides, etc, would also be relevant to your general theme. It does not seem that Google, Yahoo, or MSN are currently giving more weight to themed links but it will happen in the future.

There are many reasons to make relevancy the number one criteria when buying text link ads. Reasons for buying on topic, relevant links are:

-They have the best chance of driving targeted traffic to your website.

-In the long term, relevant links will be viewed as a more valuable to search algorithms and will continue to become more valuable as search engines evolve. Google has worked hard to move away from PageRank by creating algorithms such as **Hilltop** and **LocalRank**, which rank sites based upon how they fit within their local communities. Here is what **Google has to say**:

“Google goes far beyond the number of times a term appears on a page and examines all aspects of the page’s content (**and the content of the pages linking to it**) to determine if it’s a good match for your query.”

High PageRank versus Topically Relevant Links

Buying random PageRank on unrelated web pages is not a good investment. A few reasons why buying raw PageRank, independent of evaluating the relevancy of the link, may not be in your interest:

- If a site is selling off topic link space to you they may also sell off topic to other sites. The sites which sell a high volume of off topic links are the sites which are most likely to get their PageRank blocked or have their site removed from the Google index.
- Some sites have been penalized for buying off topic links. If you buy off topic links then you increase your risk profile.

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Reciprocal Link Exchanges

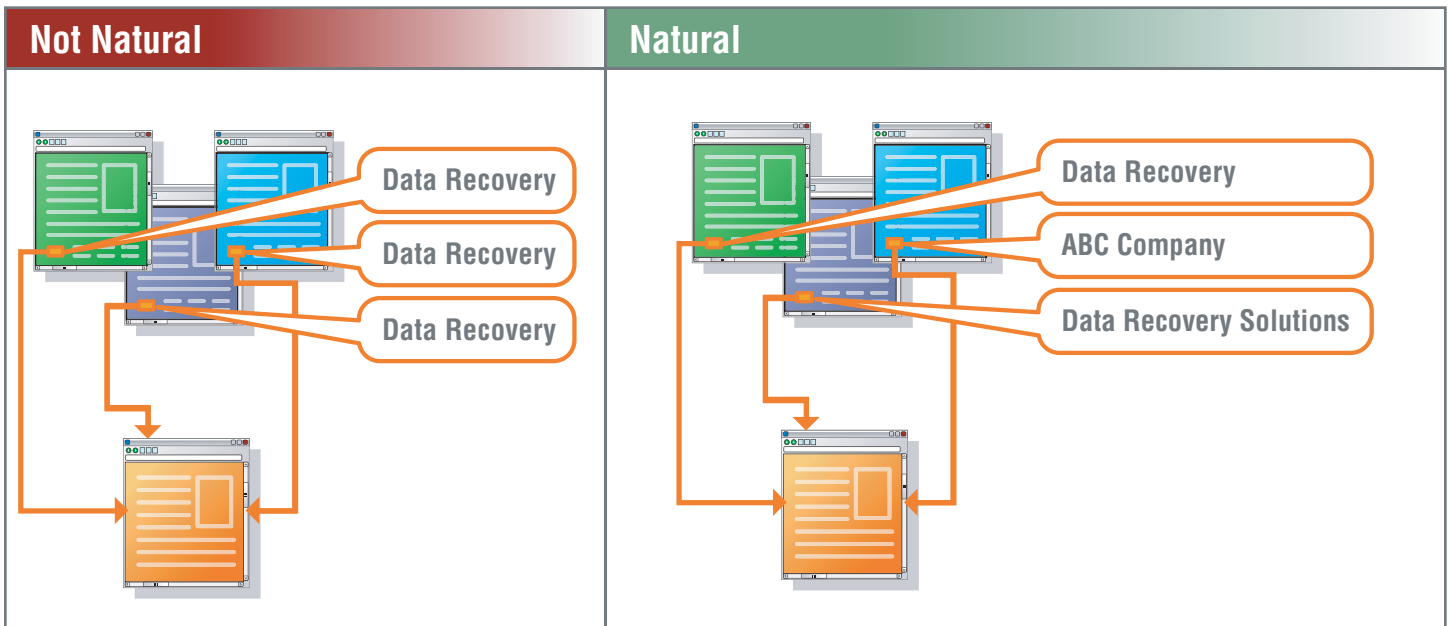
When two websites swap links to point at each other. Trading links with another website.

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One Way Links

Links that are not reciprocated by your website. Incoming links to your site that are not returned. These are the best links to have from a search engine optimization point of view.

Link Buying Tip #2: Proper text link ad setup: Use Your Top Keywords As Your Link Text (Anchor Text) *but also vary the link text.



The anchor text is the readable text of the link.

```
<a href="http://www.text-link-ads.com" target="_blank">Text Link Ads</a>
```

To confirm your link is set up to be found by the search engines, you need to view the source code of the page you are advertising on. This can be done like this:

You can then do a "control F" search on the source code to confirm your link is formatted like the example for Text Link Ads given above.

Search engines will associate your website with the anchor text of incoming links. If you use "text link ads" in your anchor text it will improve your relevancy score for "text link ads."

This is the most fundamental aspect of the Google algorithm. In the Stanford Paper written by the founders of Google, they defined PageRank as the chance that a random surfer will find a particular website. They also go on to say that the chance that a random surfer will find the website is determined by what others say the website is about. And this is found in the anchor text of incoming links to your website.

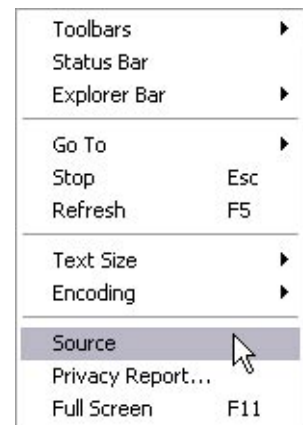


Image ads, a less effective alternative.

Another option for link buying is to have an image ad (banner ad) set up as a direct link to your website and use the **alt text** in the ad as your link text. Example:

The code for this ad looks like this:

```
<a href="http://www.text-link-ads.com"></a>
```

These links should get picked up as links to your website but are not as valuable as a static text link ad. These links will get picked up as links to your website and the alt text will have similar effect as link text.

Importance of varying your link text

Some webmasters learn how powerful link anchor text is and quickly rush off to build thousands of links using the exact same link text. This can raise a flag in search engines because the link pattern will appear unnatural. This is because naturally occurring link patterns include phrases such as "click here" or your "company name", etc. It looks unnatural for the vast majority of your links to have the exact same anchor text.

When links occur naturally people will link to your site with a wide variety of anchor text. Some people who link to Text Link Ads may use:

- Text-Link-Ads.com
- Text-Link-Ads
- Buy Text Links
- Buy Links
- Sell Links
- Sell Text Links
- Buy and Sell Text Links
- Text Link Broker
- Text-Link-Ads: Buy Text Links

Using your top keywords as link anchor text and using variations of other keyword phrases gives you the best chance of top rankings for many keywords. The most natural linkage patterns occur when there is no link manipulation. Using a variety of anchor text combinations helps your link profile look natural. Having naturally appearing linkage data will give your site the best chance at long-term success.

Link Buying Tip #3: Link to a consistent site location.

Make sure all your incoming links are pointed to the same form of your url.

Search engines can treat your website differently if web pages link to <http://www.yoursite.com/> or <http://yoursite.com/>

When setting up your links make sure to stay consistent with your url structure. Follow the same structure within your own website. Make sure that your own internal links on your website link to the same url as your inbound links. Mixing up url's is a common mistake that has caused Google to select one or the other url as the real site, meaning that the links on the discounted url may not be counted. Many directories require the WWW in the site location so it is preferable to use the WWW version if you can.

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Alt text

"Alternative text" that is placed in the code for an image in an HTML page.



Link Buying Tip #4: Deep Link.

Direct your incoming links to your homepage and important sub pages.

Most webmasters target their most competitive words using the home page. With the proper internal link structure your sub pages will also benefit from the incoming links to your homepage.

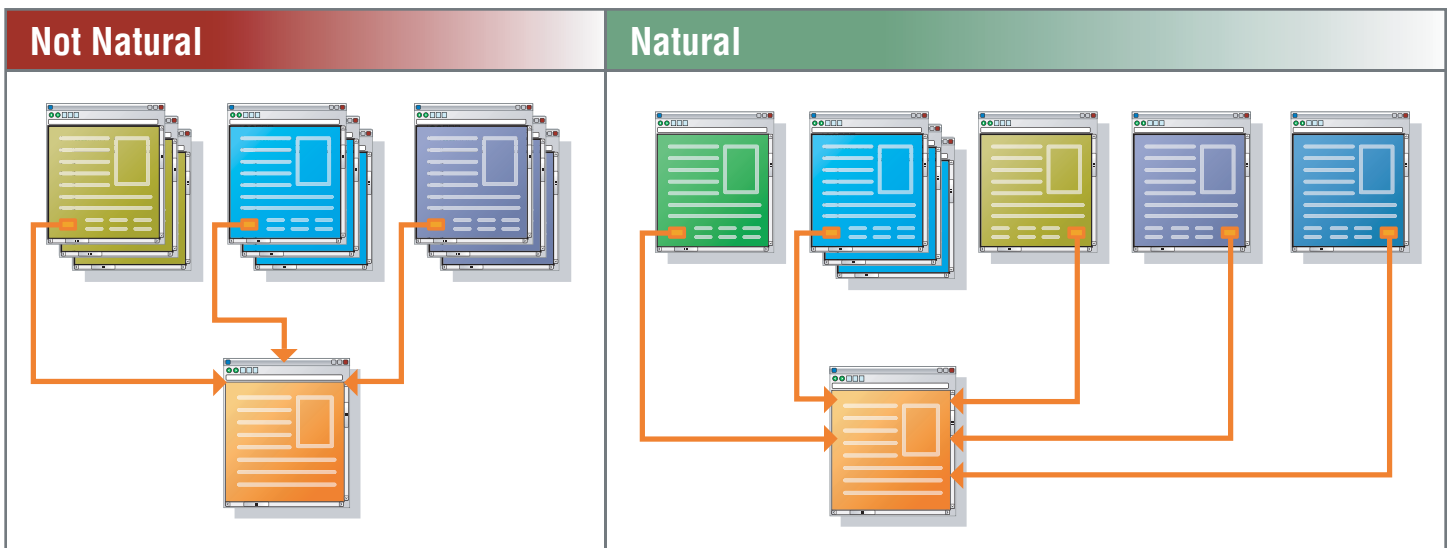
If you have sub pages that are targeting competitive keywords, it is a good idea to **deep link** directly into those important sub pages. The other benefit of deep linking is that it makes your link profile look more natural.

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Deep Link

Linking to a webpage buried within a website. These pages are referred to as "deep" because they are often two or more directories deep within a website.

Link Buying Tip #5: Do not buy too many site wide links, especially on unrelated web pages.



Site wide links can put your link on 1,000's of pages on one domain. We do not recommend purchasing a large number of site wide links on unrelated websites. You can draw attention to your website because your competition may have 50 links and then your site starts showing up with 2,000 **backlinks**. This can potentially cause your competition to file a spam report if you are buying links on unrelated websites and could cause your site to be banned by a major search engine.

Having the same link text on too many site-wide links could also raise a flag for having too high of a percentage of the same anchor text pointing to your website.

A site wide link will not typically give you much of a boost over one link from the best page of a website on Google. Site-wide links can help more in some search engines like the new MSN Search and Yahoo! Search, but you still need to stay relevant.

It is more natural for a website to have a high percentage of single page links versus a much smaller percentage of site wide incoming links. Too many site wide incoming links could possibly trigger a red flag with the search engine.

▼ Glossary Term

Site Wide Links

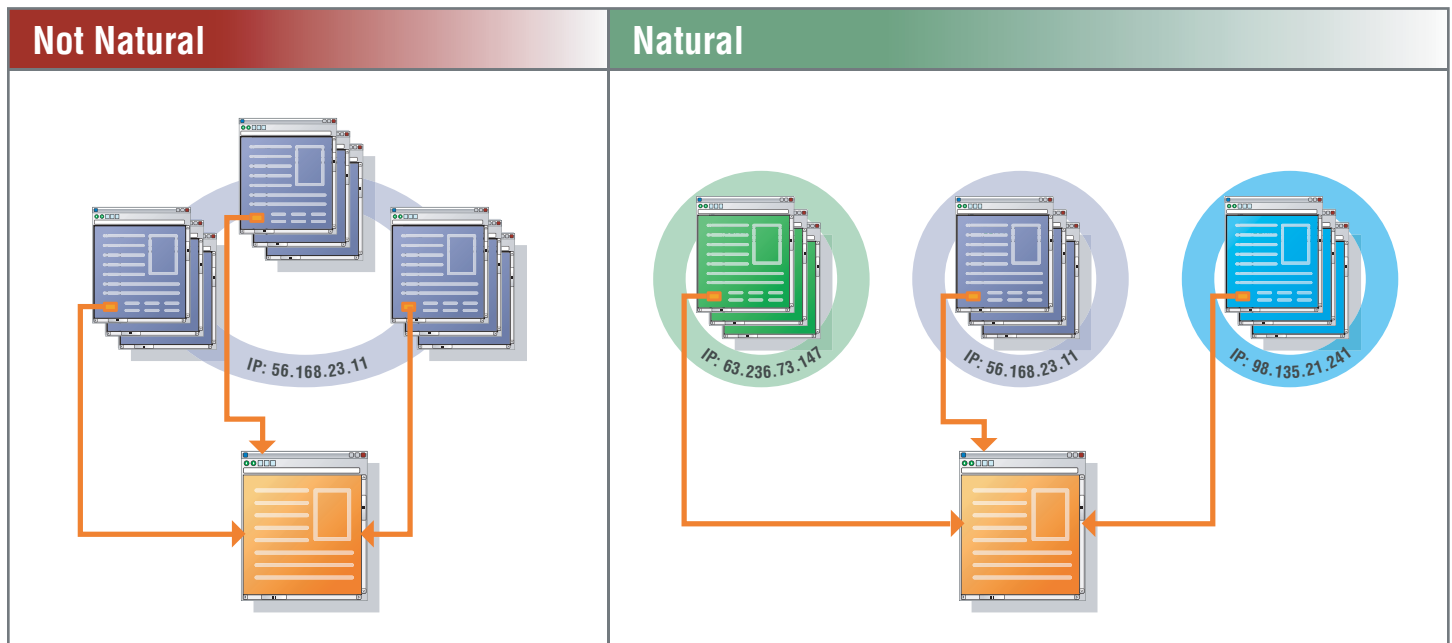
Your link on the homepage and all sub pages of a website. Also known as ROS (Run of Site).

▼ Glossary Term

Backlinks

The number of links pointing back to your website. This can be found by conducting this search on the major search engines: Link: <http://www.YourWebsite.com>

Link Buying Tip #6: Buy from a wide variety of networks.



In the past search engines have applied penalties to entire IP ranges and current algorithms such as Hilltop look for the relationships between sites. If your link purchases have common registration details or common IP addresses many of the links will not improve your relevancy score.

In addition to buying links from a wide variety of site owners it is important to acquire links from websites with many unique C class blocks. Class C **IP addresses** means that the A, B, or C block of the IP address is unique:

IP Address 123.456.789.000

A block - 123

B block - 456

C block - 789

D block - 000

Renting links makes it quickly and easy to buy links from a variety of owners across many IP ranges.

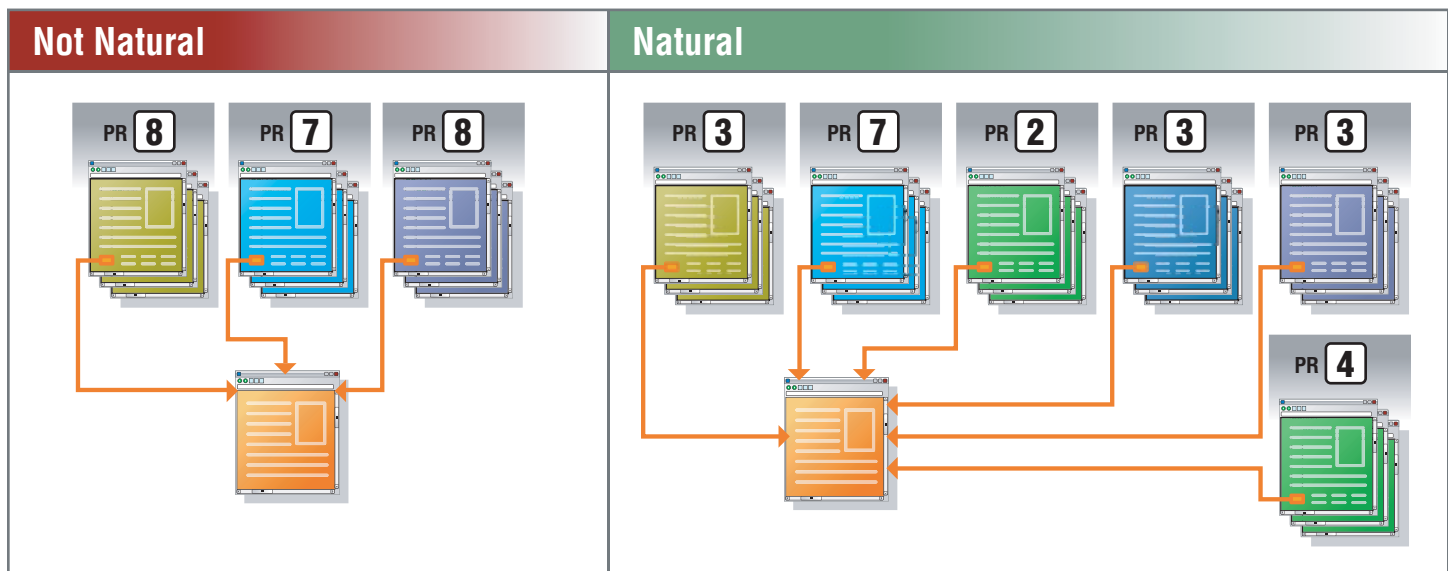
▼ Glossary Term

IP Address

Every computer connected to the Internet must have a unique address known as an IP (Internet Protocol) address. The IP address is a numeric address written as a set of four groups of numbers separated by dots, for example 130.102.42.17.

The address provides a unique identification of a computer and the network it belongs to.

Link Buying Tip #7: Buy Links across a wide variety (different levels of importance) of sites.



Quality sites tend to gain links from a wide variety of sites. Many people make the mistake of getting a few powerful links and fail to point any low power links at their site.

When links develop naturally there tends to be a high ratio of low power links to high power links.

Directories:

Submitting to directories can help you develop that broad base of low power natural looking links. If you are looking for a list of recommended directories to submit to, check out:

<http://www.isedb.com> and <http://www.directoryarchives.com>

Quality Authority Links:

It's equally important to attain links from relevant websites that touch upon the same topic as yours, so it's important to not depend on directories to carry your website. Variety is important.

Directories are a great start and foundation for your link strategy. In most categories you will also want to secure links from websites whose general theme is related to your theme.

Authority pages are pages which are well established within a community. Generally if a page has many related links pointing to it and links at many related pages it is a strong authority. Home pages usually tend to be more authoritative than deep internal pages since they typically have more inbound links.

▼ Glossary Term

Authority Pages

Web page with many unique domains linking in to it.

Link Buying Tip #8: Be aware of the number of outbound links on a webpage, particularly the number of “sponsored links”.

The more **outbound links** on a web page the less value the links have.

When your competitors see your techniques they may purchase links on the same web page diluting the power of your link. We don't recommend buying links on pages that won't cap the number of advertising links. **We recommend buying links on sites that limit the number of advertising links to a maximum of 15.** Any more will dilute your link popularity benefit and raise your risk profile.

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Outbound Links

A link that points away from your website.

Internal links also share link popularity. Generally, fewer total outbound links equates to greater value per link.

Link Buying Tip #9: Keep your links in place long enough to see results.

It takes time for search engines to find new links and recalculate the new linkage and relevancy data. It is important to budget to keep your links in place for at least 90 days to see the full effects of the new links.

Sometimes results can be seen within the first week, but this is generally a temporary effect and does not represent inclusion into the full search engine index. There is a lag time between the discovery of the link and actual inclusion of it as a factor in calculating your website's rank. **To achieve maximum relevancy improvement and return on investment it is recommended to rent links for a 90 day minimum.**

Link Buying Tip #10: Track your traffic and results.

There are three components to track with your linking campaign: link popularity, search engine rankings and most importantly traffic.

Link popularity. You can track the increase of sites linking back to your website with this tool: <http://www.marketleap.com/publinkpop/default.htm> Typically you will see your new links get picked up by Yahoo Search and MSN Search before Google. To check your links at the major search engines enter this into the search box at each engine:

Link:<http://www.YourSiteHere.com>

Please note that the Google link function only shows a small sample of inbound links. Most other search engines tend to show many more links when you use their link functions.

Search engine rankings. Record your search engine rankings for your target keywords before your link campaign begins and record changes on 30 day intervals.

It is recommended to keep new links in place for 90 days to get quality feedback on the return on investment.

Traffic. Because your text link ads will be set up as a static html link with no tracking url you must track your traffic via your web logs or any number of web analytics programs such as [ClickTracks](#) or [WebSideStory](#).

Take the number of clicks from a specific domain and divide it by the price you pay per month to give you an idea of the cost per click you are paying. Many times this cost per click will be significantly higher than the pay per click market price, but this is expected since these links also have the indirect effect of boosting your search relevancy scores.

Typically the largest boost in traffic will come from an increase in search engine rankings. With a successful linking campaign search engine referrals significantly increase.

How are text link ads priced?

Text link ads are generally priced at a flat monthly rate. There are a number of factors when determining the price for a text link ad, among them are:

- The traffic of the site you are advertising on. The higher the traffic numbers the higher the price. To get a general idea of the traffic of a website you can check the Alexa ranking. This can be found at: <http://www.alexa.com> The lower the ranking the more traffic it receives. Note these rankings are skewed toward webmaster related websites and are not exact traffic figures, it will just give you a general idea.
- The number of pages your link will appear on. You will pay more for a "site wide" ad than a "single page" ad. The more pages the higher the price. If you are getting a site wide ad then you can search on the search engines to see how many pages they will see your link on by using this search:

Site:<http://www.WebsiteYouAreAdvertisingOn.com>

It is common to pay twice as much per month for a site wide text link ad versus a single page text link ad.

- The location of the link. The homepage is generally the most powerful page in terms of both traffic and link popularity strength. A homepage link is priced higher than a sub-page link.
- The link authority score of the page (PageRank). As determined by Google's PageRank score 1-10. *It is not wise to purchase text link ads solely on the PageRank of a web page. Relevancy should be the first criteria. In general the higher the PageRank of the page the higher the price.
- Authority page links have higher value. High PageRank does not always equal high value. It is much more important to have a link from a page with many unique domains linking to it and is on theme to your website.
- The theme of the site. Some themes are more competitive and thus more valuable ie. Travel, Pharmacy, Gambling.
- The number of other text link advertisements on the page. The fewer the number of outbound advertising links the higher the price. We do not recommend advertising on websites with more than 15 advertising links and the fewer number of outbound links the better.
- The position on the web page of your text link ad. Text link ads placed "above the fold" or in an area that is more likely to be clicked on are higher priced than ads stuck near the footer of the web page.

In Closing...

Securing links to your websites is vital to your success. The right link strategy can help position you at the top of the search engine results and drive targeted traffic to your website. A poorly implemented link campaign can have zero effect. Link reputation is and will continue to be the primary factor in top search engine rankings. If you have any questions please email them to us at info@text-link-ads.com or visit us on the web: <http://www.text-link-ads.com>

Other Link Building Methods:

- **Directory submissions.**
These sites offer lists of niche directories to submit your link to:
<http://www.directoryarchives.com>
<http://www.isedb.com>
- **News feeds.**
PR Web and others offer free and paid services to give you a chance to secure links in news articles about your company.
<http://www.urlwire.com/>
<http://www.prweb.com/>
- **Become an authority site and get sites to link for you for free.** Creating content people want to link to. Example, <http://www.searchenginewatch.com>
- **Leave testimonials.**
Example, see the footer area (very bottom of the page) of: <http://searchenginelowdown.com/>
- **By donating to charities and non profit organizations.**
Many sites allow you to donate to their cause and they will give you a link on their site.
- **Volunteer web development services.**
Many non-profit organizations need a web presence but cannot afford professional web design services. Offer them for free in exchange for a credit at the bottom of their pages.
- **Making tools and content that make people bookmark the site.**
Example, the link popularity check tool at:
<http://www.marketleap.com/publinkpop/default.htm>
- **Giving things away for free.**
- **Ask for links from suppliers and friends in your industry.**
- **Write articles and submit them to similar websites.**