



# The 7 Golden Rules of White Hat Link Building

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# The 7 Golden Rules of White Hat Link Building



Link building is a technique widely used by SEOs that took off when Google introduced its link analysis algorithm PageRank 1999. Since then both the link building practices as well as the ways in which search engines operate have changed a lot and keep on changing all the time. There is lots of updated information on link building available like the [101 link building tips on SEO Book](#) (also check out my [German translation](#)). Unfortunately a lot of outdated information on link building can still be found online, especially in old forums, and is therefore still applied.

## Link building - what works and what doesn't

It doesn't work like in 2004 anymore unfortunately. You cannot point a PR8 site-wide link at a three-days-old data feed domain and expect it to have 5 billion pages indexed within a couple of days and earn a lot of money over Christmas time. Tough it was fun it simply doesn't work that way anymore!



matter anymore today!

If you have [practiced link building](#) over the past years you must have been wondering why things stopped working the way they did before. This article is to explain the 7 golden rules of white hat link building for 2009 that will enable you to find and use those really juicy pages that will lead you to success. But first let's quickly recap what DID matter in link building a while ago, but doesn't

## What stopped working in link building

**Precise Anchor Texts** – previously SEOs were used to optimizing by using the same anchor texts for their links over and over again. Since anchor text filters are in full effect since 2006 varying your anchor texts is key today.

**Google PageRank** – the famous green bar is not a metric that enables you to learn more about the strength of a page. Google returns random page rank data if they feel like to – just because it's fun and they like to fool us SEOs. This was even [confirmed by Matt Cutts](#) of Google.

**Alexa Rank** – this metric is skewed towards online marketing people and is therefore not an adequate traffic metric to be used.

**Google Backlink Data** – the number of backlinks reported by Google is only a fraction of what is really there. Furthermore, random samples are returned, so you might see the spammiest of all links you have. This was also [confirmed by Google](#). The metric was crippled in 2004 and shouldn't be used for making decisions either.

**Google Cache Date** – this metric was also crippled as it is heavily used by SEOs. Juicy pages that rank are often returned as having no cache set. Therefore, you can forget about the cache date, too.

## What is important in link building 2009

What still does matter in link building nowadays is relevancy and trust! It's as simple as that!

The 7 golden rules of white hat link building presented below go around this mean.



## The 7 golden rules of white hat link building

### *1. Relevant pages and in-content link*

Link building today is all about relevant pages and in content links! You want to have the links inside the content of a relevant page, a page talking about your business, products or topics relevant to you. What you want is links neatly embedded inside a page, not navigational text links.



The practice of using presell pages, a term introduced by [Aaron Wall](#), enables you to get such high-relevance, in-content links easily. You write up a page that talks about your industry, company or products and have links to your site in there. The content on the page looks just like a normal article written by a newspaper or a fan of yours. This method used in link building replaced irrelevant footer links that were crippled

in 2004.

### *2. Domain trust*

Domain trust concerns the trust of your domain and the trust of the domain linking to you. What this means is that you need links from trusted sites in order to become trusted!

Both the trust of linking from & to domain is important as well as the domain age, the brand and co-citations. All of these factors make up the trust rank of your website.



Concerning those factors co-citations are of great importance. A term that most are familiar with when it comes to link building is "bad neighbourhood". This is simply a special case of a co-citation that points to the fact that who you link to with is important, but also who is linked with you! So even if you are not directly linking to bad guys, if you are on pages linked together with bad guys you already have a problem.

What trust rank means is that link quality is relative: if your domain is trusted it will respond differently and more quickly to links and there will be more LSI in effect.

What this signifies is that you should built TRUST not only LINKS! It is not about link building only, it is more than that!

### **3. Natural anchor text**

I already mentioned in the introduction that natural anchor text distribution is crucial today, because of the anchor text filters used. But what is natural you might ask yourself?

A natural link looks like it was built by a user, not an SEO. Normal users don't care about anchor texts and so if all your links look like built by an SEO your are in trouble!

What this means is that you don't only have high value keywords in your links, but also some links saying "cool site", "brand name x", "click here" or even a longer phrase. Don't over-optimize!



I have a client myself that had an old and strong domain with lots of links to it which got a penalty for a target page, because we built only 10 links with the exact same anchor text for two months. His site was then dropped by 30 positions in Google, but moved up again when we varied anchor texts and added useless anchor texts and

nofollows.

We overdid it – you shouldn't!

### **4. Nofollow**

If you build links, do you build nofollow links on relevant pages as well? Of course you do, because you don't look at PageRank. If you apply the nofollow tag PageRank is not passed on – but it does not avoid passing relevancy and trust!



Normal users don't care about nofollow - if you ask the everyday guy what a nofollow is he will have no clue and won't care, because he doesn't have to. As your links should look like they have been built by normal users you should also include nofollow links.



### **5. Juicy pages**

When a page is juicy this means that the page ranks and that it passes value to you if you place a link on it. Therefore, a webpage that does rank for a phrase or keyword important to you is a page that you want to have a link on regardless of PageRank, cache date and other metrics. Why? If Google thinks Juice is important so should you!

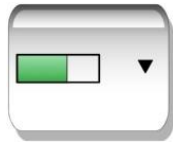
## ***6. No-spam!***

You don't want to have links on duplicate content pages like article directories and article sites - at least for Google (Yahoo and msn are a different story). You don't want to add links into pages that are years old without changing their content. Again bad neighbourhood is something to pay attention to!



Don't try to get a link on a site if the neighbourhood consists of 48 linkbuyers that have placed their links for different topics even if it is a PR4. It is not a content page talking about your product, business or industry. The page is only plastered with links because of a little green bar - you are smarter than that, you don't want a link there!

## ***7. Don't buy links for PageRank***



I guess you have learned it from this article by now, but let me repeat it again: You don't care about PR, your users don't care about PR and Google merely uses it to signal that a site has been banned. PR is not important!

The [webmaster guidelines of Google](#) explicitly say that you shouldn't buy links for PageRank and in this matter you should really trust them.

**A little background Information important for everyone who wants to know more about the company that coined the 7 Golden Link Building Rules**

## ABOUT CEMPER.COM

### *History*

CEMPER.COM was founded by [Christoph C. Cemper](#), Internet marketing consultant in 2001 when he was actually working as a software project manager. In 2003 the company transitioned from projects & marketing to the search marketing company it is today.

### *CEMPER.COM Skills and Techniques*

Over the past years, we have developed a broad range of skills and techniques, with a close familiarity with the workings of the search engines, which allows us to offer a unique service our clients, with many value-added benefits. Our knowledge of the search engines and how to help them understand your site and goals better will greatly improve both the quality and quantity of traffic to your website.

All work is done by [our trained internet marketing specialists](#) who are assigned to a client account, and build a firm understanding and awareness of their industry, business expectations and performance measures. With detailed and transparent reports and frank feedback to and from our clients, we can address their specific issues and identify trends and changes in their market – or even watch their competitors closer as they actually like it.

Using a broad network of partners, other search marketing experts, internet advertising agencies and brokers CEMPER.COM helps its clients to top rankings in the organic search results.

We have served more than 500 clients since 2003!

You can get read some of our clients positive feedback in the [success stories and testimonials](#) page.

**What the company offers and how to use it to become more profitable**

## The CEMPER.COM Link Building Services



### ***Managed Link Building***

To improve your site's result placement in the major search engines we build quality links for you. By building relevant links to your website from other websites we help improve your rankings. Of course this process is split in different work stages. On the one hand we use standard tools that are openly available to everybody and a good amount of proprietary SEO backend software. This private link building software was developed by us based on the needs of hundreds of clients. We are tracking down the best links for you using our comprehensive research tools and years of experience. The final outcome of this process is a better ranking of your website in the organic search results. Read more about our [managed link building](#) plans.

### ***Persona Building***

Another part of our link building service is to create personas for you. These personas write about you and link to your website, with relevant one-way in-content links. We strive to always embed these links in meaningful and well written content. We also make sure that your link is placed on a juicy page. Persona links improve your backlink profile in a very natural, organic way. We monitor all persona links we placed and guarantee that the link is FOLLOW and stays up. If not we replace it free of charge. Read more about [Persona links](#).

## ***Presell Pages***

A presell page is a page of unique quality content written specifically for you, your industry and your keywords. A presell page is closely targeted to your audience, provide them with lots of information and appeals very natural. Your link will be embedded in the middle of the text. We often place these presell pages on highly trusted websites, where these links of course have a higher value than simple keyword text links from other websites. We do presell pages since 2005 and have one of the largest networks of partners in the online marketing industry.

Read more about [presell pages](#).

## ***Social Media***

Social media is another important tool in the arsenal for search engine optimization. We create exposure to the linkerati crowd (a term coined by our long term friend Rand Fishkin of SeoMoz ), people who are likely to create links to your content. We will use our network and partners to promote your content in in social networks like like Twitter or Facebook and in social bookmarking sites like Digg or Reddit. This will not just increase your traffic but will as well result in a high number of links which will push you up in the search results.

Read more about [Social media](#).

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