

Best Practice in Developing a Linking Strategy

Sub Domains

Sub domains are subject to a lot of industry debate as to their importance in the process of natural search engine optimization. Multiple sub-domains were once used as a way to increase the number of URLs without providing additional content. This practice is largely ignored by search engines.

Re-Directed Links

A link that is first re-directed to another page within your partner site before pointing to the client website is referred to as a *re-directed link*. It is important that client monitor these links, as search engines do not give weight to re-directed links. It is very unlikely that client would draw any benefit from a re-directed link.

Dynamic Link Pages

client should also be aware of any link pages that are generated dynamically. These pages are not frequently indexed meaning that a link from such a page would not benefit client.

Flash Link Pages

It is also important to identify pages that are generated through Macromedia Flash, as search engines cannot read flash pages or the links embedded within flash.

Directory Depth

It is also important to evaluate the depth of the directory of the linking page. Avoid getting links from pages that are embedded in a very deep directory or pages that are more than two directories deep.

For example, www.domain.com/dir1/dir2/dir3/linkpage.htm is not a good link page. It is important to remember that deep directories seldom earn high PageRank as they also slow in getting indexed, if at all!

Warning: Avoid Frame Sites

SearchForecast believe it is important to avoid receiving links from framed sites as search engines cannot read texts within frames. A link placed on a website with frames would not provide client website any benefit, as search engines would not be able to recognize such a link.

For further information, contact

Marc Phillips

Email: marc.phillips@searchforecast.com

Richard Andrus

Email: richard.andrus@searchforecast.com

Telephone: 925.465.1221

Cell: 925.858.5663

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.