

SEARCH INFLUENCER BOOT CAMP #SEARCHBOOTCAMP

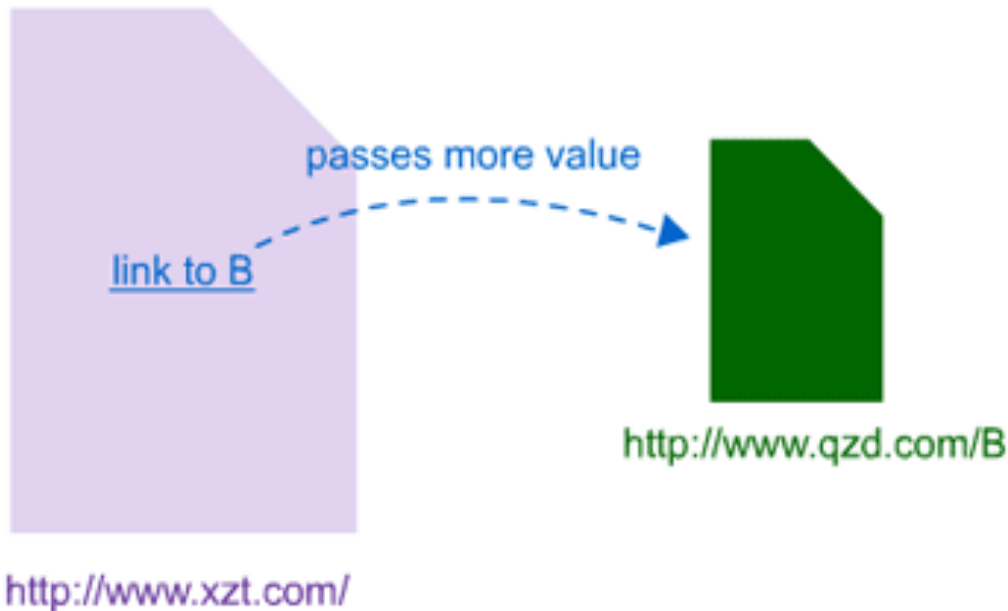
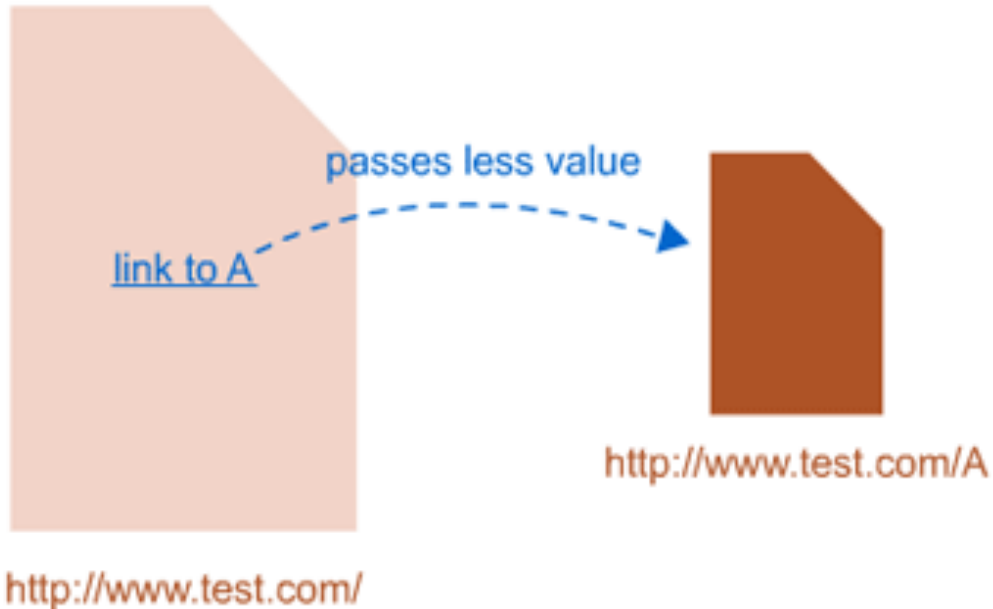
JANETTE TORAL - [HTTP://DIGITALFILIPINO.COM](http://DIGITALFILIPINO.COM)



GETTING LINKS AND AVOIDING TROUBLE

JANETTE TORAL


[HTTP://DIGITALFILIPINO.COM](http://digitalfilipino.com)



External Links > Internal Links


Search engines have often messaged that what others say about you is more important than what you yourself say. This principle appears accurate when examining the value passed by external links vs. internal links. The original PageRank algorithm may have treated them similarly, but today's ranking signals clearly do not.

EXTERNAL LINK


- Source of ranking power
 - Treated as third-party votes.
 - Signifies your popularity.
 - Shows your relevancy.
- 

BUILDING LINKS


Have an active blog.

- Feature people and case studies.
 - Resources.
 - Survey results.
 - Book reviews.
 - Free webinars.
 - Give free tools.
 - Have templates.
- 

BUILDING LINKS


- Infographic
 - Presentation
 - Meme
 - Press releases
 - Media / blog events
 - Interviews
 - Write for publications
- 

BUILDING LINKS

- **Ask for reviews**
 - **Ask for links from articles that mention you.**
 - **Have social sharing widgets on your site.**
 - **Speak at events.**
 - **Give free stuff away.**
- 



DON'T MANIPULATE.

- **Getting links from sites that are not relevant to your content.**
 - **Keyword domain names.**
 - **Optimized anchors**
 - **Spamming forums.**
 - **Spamming comments.**
 - **Spammy guest blogging**
- 

**CREATE A TOP LIST AND GET
LINKS**

BUILD LINKS WITH PDF

LINK BUILDING WITH IMAGES

CREATE A MICROSITE

**CAPTURE LINKS FROM BRAND
MENTIONS**



**WHITE HAT BLOG
COMMENTING**

SEARCH INFLUENCER BOOT CAMP #SEARCHBOOTCAMP

JANETTE TORAL - [HTTP://DIGITALFILIPINO.COM](http://DIGITALFILIPINO.COM)

