

SEO, the Art and Science of Link Building



24 Known methods for Link Building:

I am going to hit you right between the eyes with another stirring discussion, this time on the premises of external link building. In my last note, I talked about SEO on site for the most part, you can make your site mapping and internal SEO very easy, simply by using WordPress as your CMS, and tweaking the permalinks on the settings tab of your admin dashboard, and set up either all in one SEO or Platinum SEO as well as a series of plugins that are the topic of another article, and you don't have to worry about your onpage structure again. Of course this doesn't work in other CMS systems, however documentation of how to effect that on page issue does exist for every CMS available. The Next Subject to address briefly, before I write a case study for each method, is External SEO or you link building strategy. I know it sounds about as exciting as it is, however, just as with internal link structuring and on page optimization, if you do not address the issue of external link building with a certain degree of vigor and a solid plan of attack, you will not create the continual targeted stream of organic search generated visitors which you so greatly desire to have.



One point I would like to make at this juncture, is that while all of the “free” traffic generation methods we will address have merit in documented success, you have to lend some credence to the quality of every link source that you put an anchor text to your website on, because, Google does penalize sites that are linked to poorly regarded sites. You can kill your entire linking strategy by linking to poorly regarded sites, you don't want to live in a bad neighborhood of web networks anymore than you want to have your house in a bad neighborhood.

I enjoy the work of several authority publishers with respect to this subject, The Folks at Hobo SEO, Jeff Johnson, Mack Michaels and George Brown and Mark Bernard among others. While most of the Guru's who pitch their free traffic generation software or programs are simply giving you one part of the puzzle or another, You can take a look at the entire picture within the body of work of these gentlemen, and while they do not agree on the relative value of certain link building methods, they all

agree that there is a method involved in the strategy of link building, and free traffic generation. I personally employ strategies that I have learned from each of them. Some of them place emphasis on traditional SEO, while others on the cutting edge are more involved in the Web 2.0 revolution, while I practice each of the techniques I am going to illuminate, I place emphasis on certain techniques that I feel well qualified to exploit. I can tell you that the process is time consuming, and given money over time, I would do some more outsourcing of the more mundane tasks, but resource guidelines are as individual as the scope of creators online at this point in time, and the point is, you must build, no matter what it takes. That being said here is a list of 24 techniques, by no means am I claiming it to be all inclusive, that you need to consider when you outline your link building strategy.

Authority site commenting	Social bookmarking	Twitter
Blog Commenting	PDF directories	LinkdIn
Forum commenting	Press release directories	Blogger.com
Guest authoring,	Video Directories	Blog.com
Yahoo answers,	PowerPoint directories	Hub pages
.edu and .gov commenting	Podcast directories	WordPress.com
Article directories	Web 2.0	Link Baiting
web directories	Facebook	Contest Creation

Some of the older school professionals discount the value of Web 2.0 and article marketing as being of little value. I would argue against the crew at Hobo SEO with regard to the value of social media and web 2.0, as well as with their seeming disdain for article marketing. Especially as many of these sites now are considered to be the authority sites, and Facebook has more traffic and page views than any other site online at the moment, with YouTube not far behind. I would suggest that you consider the relevancy of your keyword phrases to the commercial intent of the prospects who populate your targeted niche, and ensure that all your content is in line with the keyword range you are trying to optimize for. If you are providing quality information, and building your links over time, your site will climb the rankings. If you produce junk, that will be what you get back in return.

I recommend that you implement a strategy which includes all of the above referenced categories, you will be able to cross your work over some categories. And once you are finished with social bookmarking a website, all you have to do is keep up with the deep link bookmarking and it sticks for as long as your domain is active, and sometimes longer. There are other techniques above that cross pollenate as well.



Once you have written an article, you can turn it into a video, a pdf, a powerpoint presentation, and a podcast, which you can then submit to other high PR directory sites. I would be remiss if I didn't also address the fact that real unique visitors are an important ingredient in climbing the Google charts as well, so A study of paid methods is necessary to the accomplishment of your link building strategy to expedite the time frame for success. I have provided information on article marketing and blog commenting in earlier posts, so the sequence of posts going forward will be as listed above. I will be updating my free series on Free Traffic Generation on this blog, at [EliKen Marketing.](#)