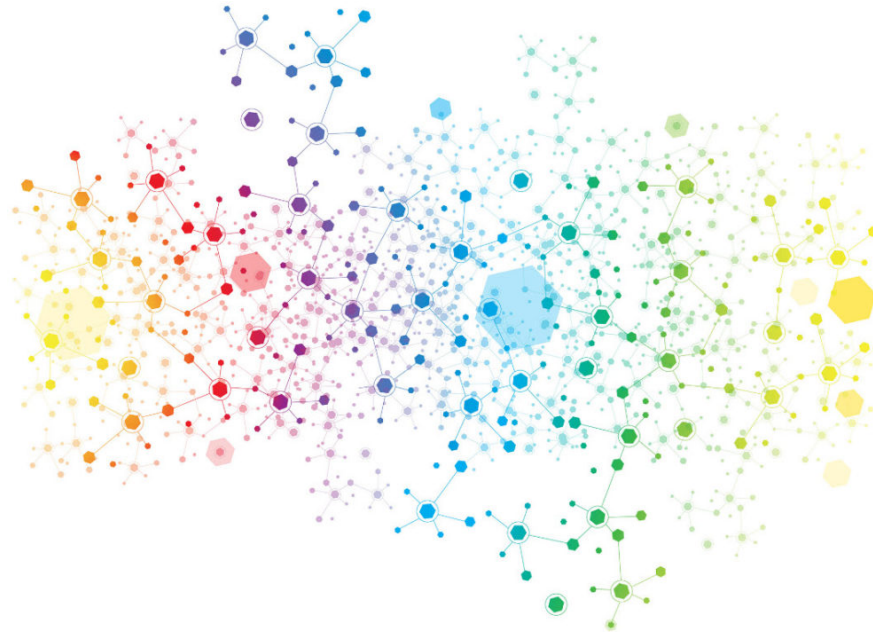


# Links

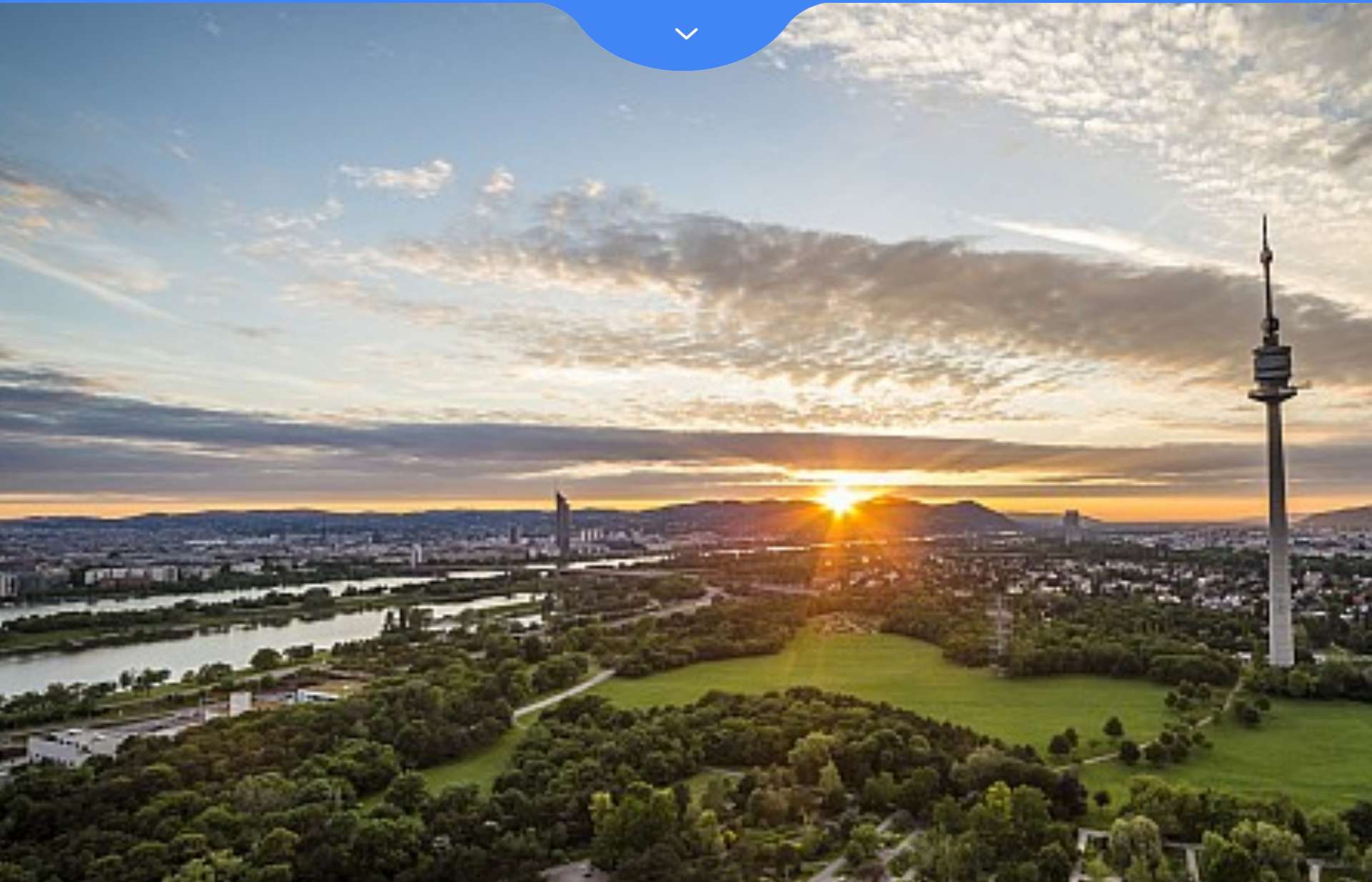
## For SEO in 2018



# Hello London!



# Servus in Wien



# About Christoph C. Cemper



@cemper

- Links & SEO since 2003
- Founder & CEO of

 **LinkResearchTools**

 **Link Detox**

# Author of “Spaghetti Code”



@cemper #WCVIE

 LinkResearchTools

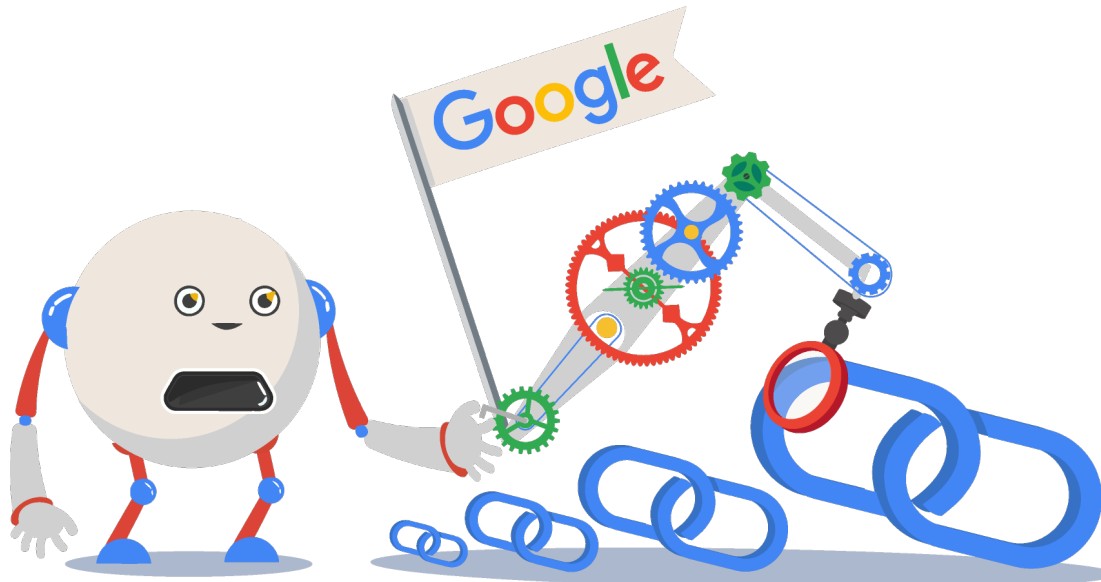
SEO.



# Orange Jackets and SEO

1

# ARE LINKS IMPORTANT?







The web is  
Content and  
Links

# YOU CAN NOT NOT SEE IT.

Or “switch off”.





# Ranking without links is really, really hard

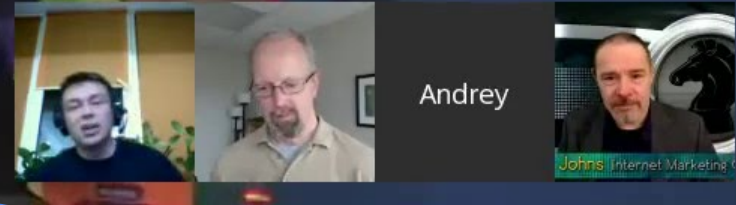
says Google



Gary Illyes  
October 13, 2016

Google

# March 2016



Andrey Lipattsev – Search Quality Senior Strategist at Google’s March 2016

## Links still No#1 Ranking Factor



**Matthew Howells-Barby** ✓

@matthewbarby

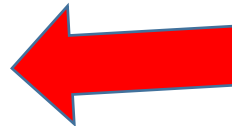
Folge ich



For all the different things you can do in SEO, there really isn't any substitute for a bunch of good backlinks.

🌐 Original (Englisch) übersetzen

17:05 - 5. Feb. 2018



21 Retweets 87 „Gefällt mir“-Angaben



💬 10

↻ 21

❤️ 87



# High Interest in Industry

1000+  
new Trials of  
LinkResearchTools  
(LRT)

# 2

## HOW TO BUILD GREAT LINKS (some ideas that still work)

# BUY Links

- The right ones.
- Use Link Opportunity Review **\*BEFORE\*** you buy
- Prices of 10k for a **\*single\*** link also in German markets
- Don't get caught by Google
- Silent ops – and don't brag to your competitors!



# Have Great Content + Amplify

- Great Content = Exciting, New, Different
- Prepare for Failure
- Use (Facebook) Ads and others Feeder Site Traffic
- Use Re-Targetting on your content
- User Email Outreach with Pitchbox + LRT  
<https://lrt.co/pitchboxlrt/wcvie2018>

# How to Build a PBN



<https://lrt.co/pbn/wcvie2018>

# Powerful PBN means

- Clean expired domains to start with
- No footprints detectable
- Live **P for PRIVATE** – not Public Blog Network
- PBN proofing is a very popular “off-label use” of Link Detox!

<https://lrt.co/pbn/wcvie2018>

# Recent Google PBN penalties?

**Overdone money keywords of strong pages.  
Watch your keyword ratios!**



**Rick Lomas** .edu was a red herring IMHO - it's unnatural links on pages with good metrics (e.g. PBNs and EDUs). That's based on looking at 43 Manual Actions over the past 4 weeks. Seriously guys, money anchor text is now a tiny %age, if at all.

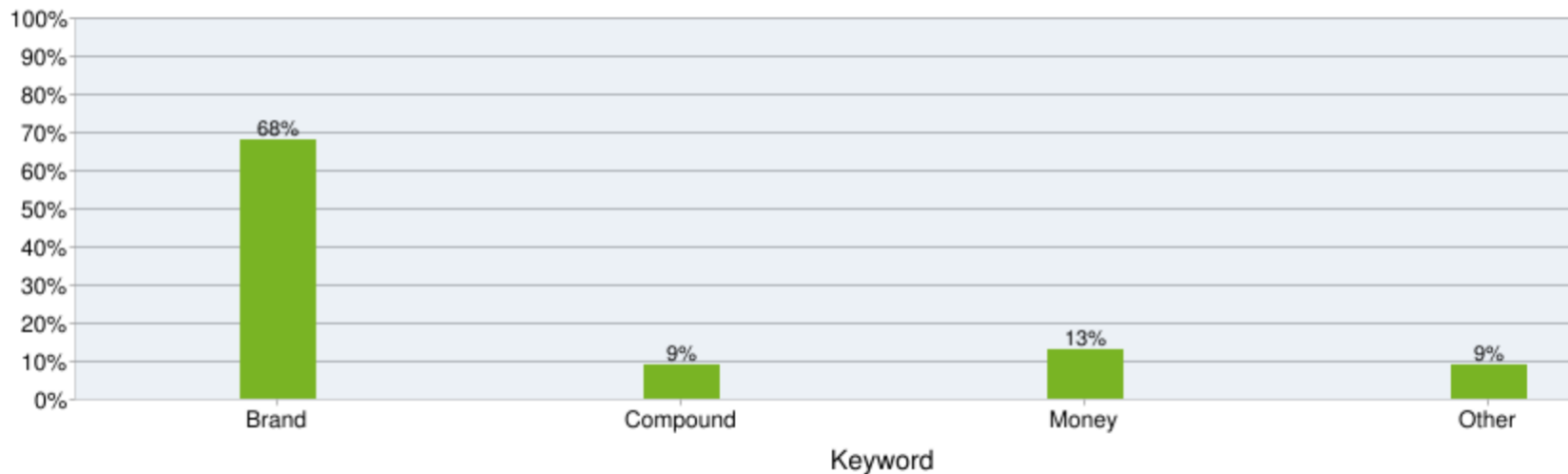
Like · Reply · 2w



<https://lrt.co/pbn/wcvie2018>

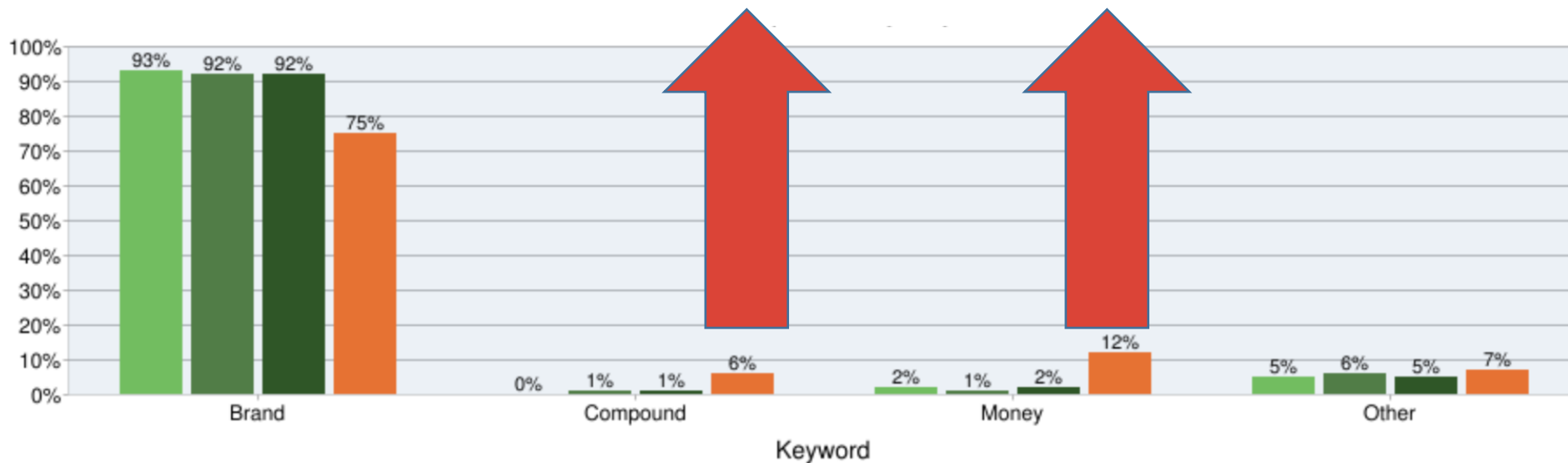
# Do YOU know YOUR OWN money anchor text ratios?

Link Profile for www.linkresearchtools.com  
by Keyword



<https://lrt.co/blp/wcvie2018>

# Do YOU know YOUR OWN vs. Competitor money anchor text ratios?



<https://lrt.co/cla/wcvie2018>

# Great Links...



...don't get served on a silver plate.

Think outside the box

# Beware of “Fake Links”...



Old, but still working trick

<https://lrt.co/fakelinksviperchill/wcvie2018>

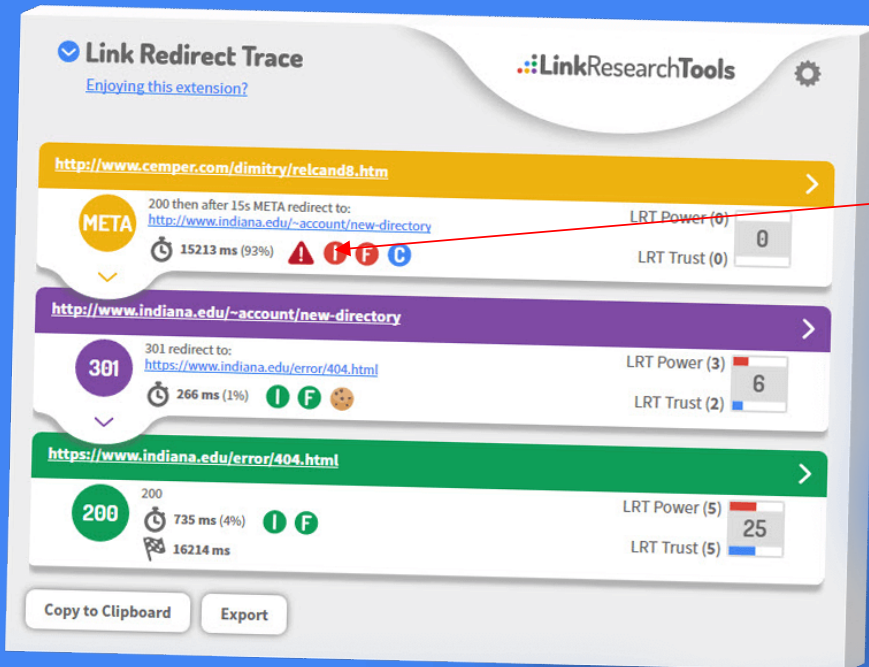
Easy to spot with

 **LinkResearchTools**

@cemper #WCVIE



# Link Redirect Trace












- Understand all your redirects as you surf
- Parse Robots.txt and header for **Fake Links**
- Find and fix slow redirects using redirect timings
- Analyze and reduce redirect hops
- See cookies and track links from advertising & affiliate networks

<https://lrt.co/linkredirecttrace/wcvie2018>

# Or in Bulk in LinkResearchTools (LRT)

Showing 1 to 25 of 211 pages (filtered from 22,727 total pages) ([Group by Domain](#))

Idx	From URL	Anchor Te
N	<input type="text" value="type to search..."/>	<input type="text" value="type to see"/>
<input type="checkbox"/>	 <a href="http://reckless-iconz.inlimite.com/modlogan/mia-full-web_user_...">http://reckless-iconz.inlimite.com/modlogan/mia-full-web_user_...</a>	http://www.
<input type="checkbox"/>	 <a href="http://reckless-iconz.inlimite.com/modlogan/mia-full-web_user_...">http://reckless-iconz.inlimite.com/modlogan/mia-full-web_user_...</a>	http://www.
<input type="checkbox"/>	 <a href="http://www.reckless-iconz.inlimite.com/modlogan/mia-full-web...">http://www.reckless-iconz.inlimite.com/modlogan/mia-full-web...</a>	http://www.
<input type="checkbox"/>	 <a href="http://ratherwww.idcabx.com/modlogan/mia-full-web_user_ref...">http://ratherwww.idcabx.com/modlogan/mia-full-web_user_ref...</a>	http://www.
<input type="checkbox"/>	 <a href="http://www.consumerelectronicsnet.com/web/articles/viewartic...">http://www.consumerelectronicsnet.com/web/articles/viewartic...</a>	Quick Backl
<input type="checkbox"/>	 <a href="http://googleseobasics.blogspot.se/2014/10/searchcap-apple-m...">http://googleseobasics.blogspot.se/2014/10/searchcap-apple-m...</a>	Google Pen,
<input type="checkbox"/>	 <a href="http://googleseobasics.blogspot.se/2014/10/SearchCap-Google-...">http://googleseobasics.blogspot.se/2014/10/SearchCap-Google-...</a>	Penguin Up
<input type="checkbox"/>	 <a href="http://center.reunitedmarketing.com/?dps=378&amp;aid=11&amp;m=off...">http://center.reunitedmarketing.com/?dps=378&amp;aid=11&amp;m=off...</a>	DigiProm®
<input type="checkbox"/>	 <a href="http://center.reunitedmarketing.com/?dps=378&amp;aid=11&amp;m=off...">http://center.reunitedmarketing.com/?dps=378&amp;aid=11&amp;m=off...</a>	DigiProm®

<https://lrt.co/wcvie2018>

# Including all details of course

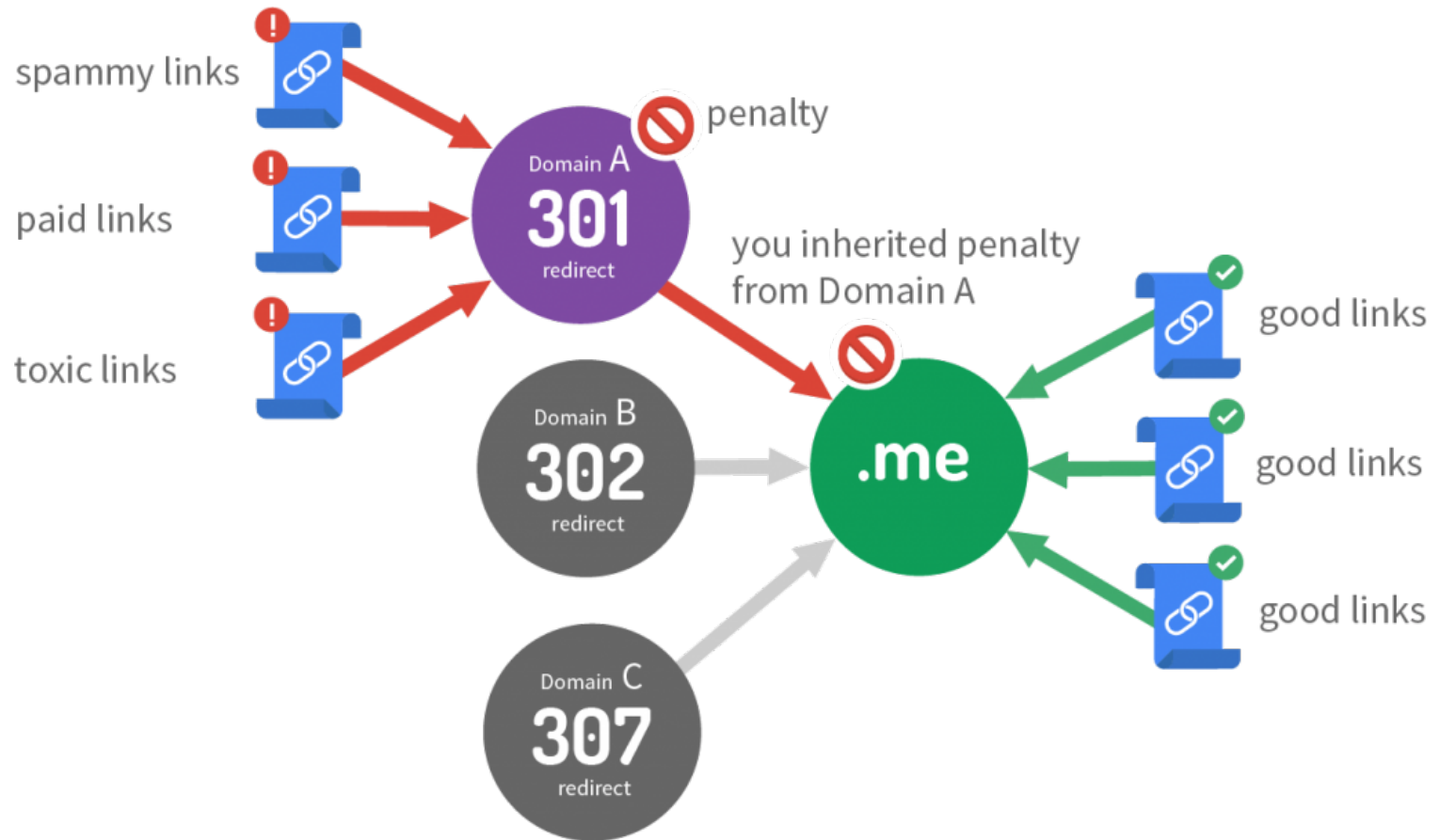
XRobotsTag	Robots.txt Bots	Robots.txt Blocked Bots
<input type="text" value="type to search..."/>	Select to F	<input type="text" value="type to search..."/>
noindex, nofollow, nosnippet, noarchive	Blocked	applebot, baiduspider, bingbot, googlebot, ...
noindex, nofollow, nosnippet, noarchive	Blocked	applebot, baiduspider, bingbot, googlebot, ...
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a
noindex, nofollow	Allowed	n/a

<https://lrt.co/wcvie2018>

3

# WATCH OUT FOR TOXIC REDIRECTS

# ALSO THINK ABOUT THE REDIRECTS WHICH PASS PENALTIES



4

# IS DISAVOWING LINKS IMPORTANT?



*“You do a great job at reminding people about the importance of links.*

*And WE (Google) don’t appreciate that.”*

~Garry Ilyes to Cemper, Brighton Sep 2017



@cemper #WCVIE

 **LinkResearchTools**

# “Google figures bad links out? Themselves”?

- Communicated Since September 2016
- Yet we have seen so many recoveries from link audits and cleanups
- “ALL bad links”?
- Or “bad links”?



# Let's imagine for a moment...

- Google changes the algos and rules in hindsight
- Make all bad links work negative
- Let 100.000 of websites that **drop over night**
- Google would never do that, or?



There's a thing called  
**GOOGLE PENGUIN**



# The current **GOOGLE PENGUIN**

Automated Link Spam Algo

Granular

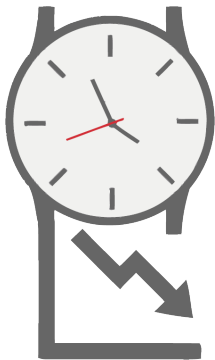
It can penalize your pages and subfolders!

Real-Time

Every crawl can affect your rankings!



# IT CAN HIT ANY TIME

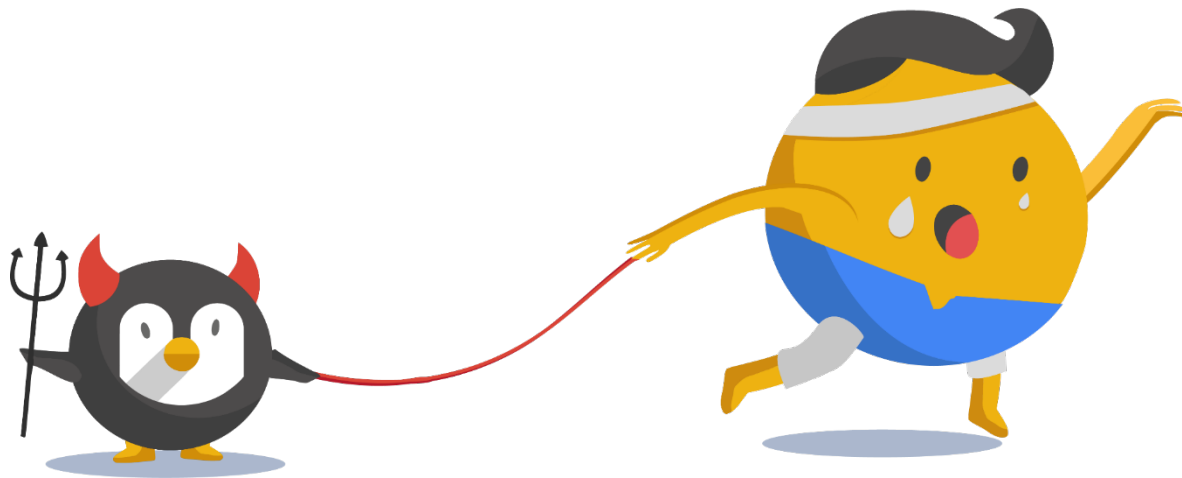


# MAKING YOUR RANKINGS DROP

# a 99% TRAFFIC DROP hurts



OR SILENTLY HOLD YOU BACK



MAKING YOUR EFFORTS WORTHLESS

BUT THERE'S A SIMPLE TRICK TO  
LEAVE IT BEHIND

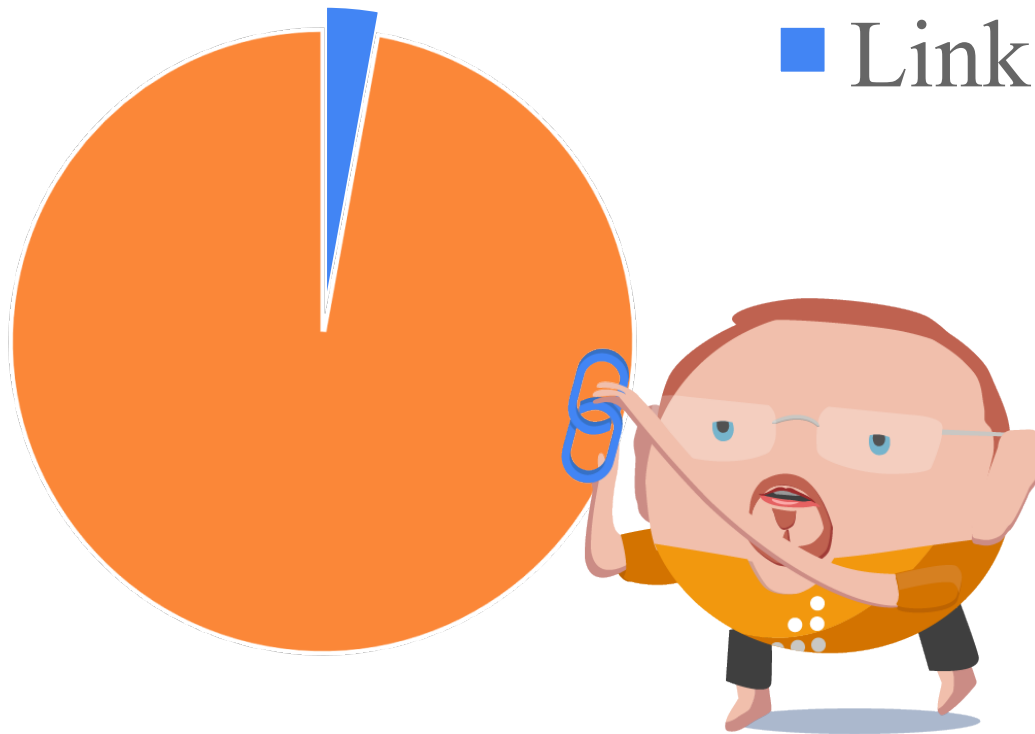


DID  
YOU  
KNOW  
IT? 



# DON'T JUST LOOK AT ONE SLICE

■ Links You...



# IT'S LIKE CHECKING 1 TOOTH ONLY



# LOOK AT ALL THE LINKS



- Links You Audited
- Links You Didn't Audit



**BETTER  
SAFE  
THAN  
SORRY**

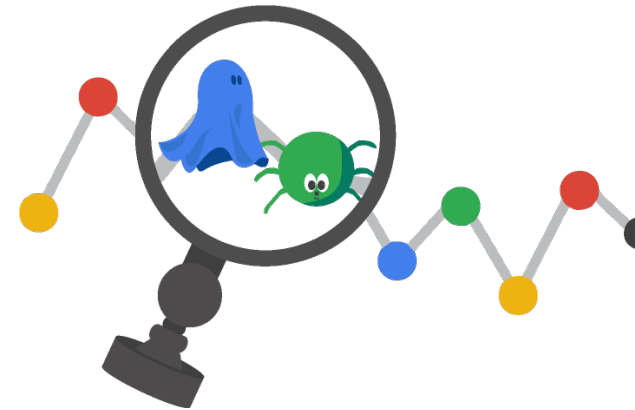
4

**ARE**  
**LINK AUDITS and**  
**LINK MONITORING**  
**IMPORTANT?**



# Let's remember for a moment...

- That a link brings you real traffic
- That a link can lead to actual conversions
- That a link can help **BIG** in Google
- And other search engines.
- Does it makes sense to watch those?



# And the opposite is possible, too...

- That a link can be worthless
- That a link can drive engaged users the wrong way
- That a link can hurt your rankings in Google
- And other search engines!
- Does it makes sense to watch those?



# Very Popular: DIY Link Audit Guide



<https://lrt.co/linkaudits/wcvie2018>


@cemper #WCVIE

 **LinkResearchTools**



Do you want to leave that up to chance or goodwill of Google?



A red pushpin is pinned to the top center of the note.

Better safe  
than sorry

# And it's about SITE vs. Granular



**Gary Illyes** Traditionally, webspam algorithms demoted whole sites. With this one we managed to devalue spam instead of demoting AND it's also more granular AND it's realtime. Once the rollout is complete, I strongly believe many people will be happier, and that makes me happy

# QUICK REMINDER ABOUT GOOGLE PENGUIN 4.0



# MONITOR IMPORTANT FOLDERS OR PAGES **EVERY DAY**

Google Penguin can affect only just a small but important part of a website.



# DOUBLE-CHECK YOUR OLD DISAVOW FILE



You will find some great links in there.

# LINK UN-DISAVOW IS A GREAT WAY TO BUILD LINKS

DTOXRISK   Rules   Power \* Trust   Disavow

Disavowed		Select to Fil	from...	to...	Select to Filter...
Very Low	G	n/a	12		UNDISAVOWED
Very Low	G	n/a	2		UNDISAVOWED
Very Low	G	n/a	2		UNDISAVOWED
High	G	TOX3 (3)	2		<input checked="" type="checkbox"/> Domain
High	G	TOX3 (3)	2		<input checked="" type="checkbox"/> Domain
High	G	TOX3 (3)	1		<input checked="" type="checkbox"/> Domain
High	G	TOX3 (4)	1		<input checked="" type="checkbox"/> Domain
High	G	TOX3 (4)	1		<input checked="" type="checkbox"/> Domain
Low	G	SUSP30	0		UNDISAVOWED

You will find some great links in there.

<https://lrt.co/disavowfileaudit/wcvie2018>

# DO NOT FORGET TO RUN **Link Detox Boost**



It makes your disavow file work faster.

<https://lrt.co/disavowfileaudit/wcvie2018>



5

WHICH  
LINKS  
MATTER?

# YOU NEED TO GO FOR THE HIGH-TRUST LINKS



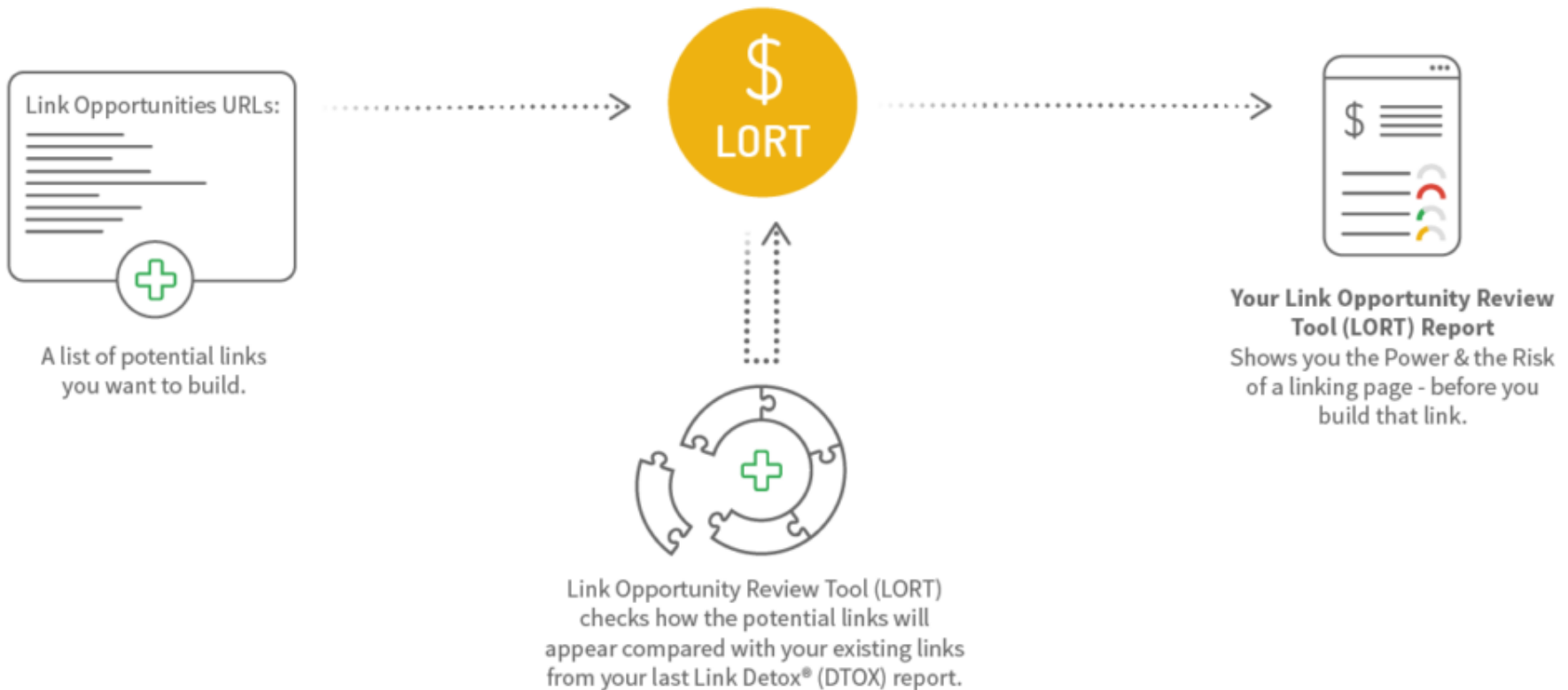
# AND (VERY) LOW RISK LINKS

The screenshot shows the LinkResearchTools interface. At the top, there are controls for 'DToXRISK', 'Rate Link', 'Rules', and 'P'. Below these are filter buttons: 'Select to |', 'Sel', and 'Select to Fil'. The main table displays a list of links with their risk levels. The 'Very Low' risk level is highlighted with a red box.

	DToXRISK	Rate Link	Rules	P
	Low		SUSP22	(2)
+	Low		SUSP20	(2)
-se...	Very Low		n/a	
	Low		SUSP22	
	Low		SUSP22	

<https://lrt.co/lort/wcvie2018>

# How Link Opportunity Review Works



<https://lrt.co/lort/wcvie2018>

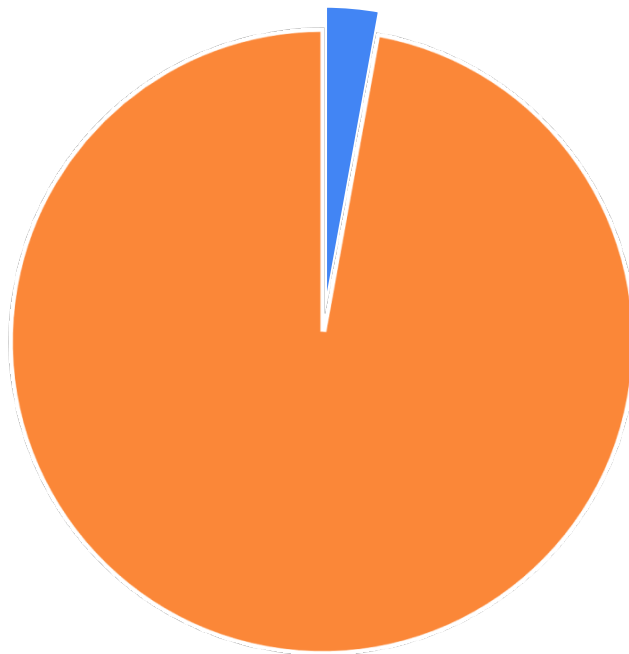
@cemper #WCVIE

 LinkResearchTools

6

**WHICH  
LINKS  
TO WORK WITH, TO  
AUDIT?**

# DON'T JUST LOOK AT ONE SLICE



■ Links You...



<https://lrt.co/fullaudit/wcvie2018>

# IT'S LIKE CHECKING 1 TOOTH ONLY

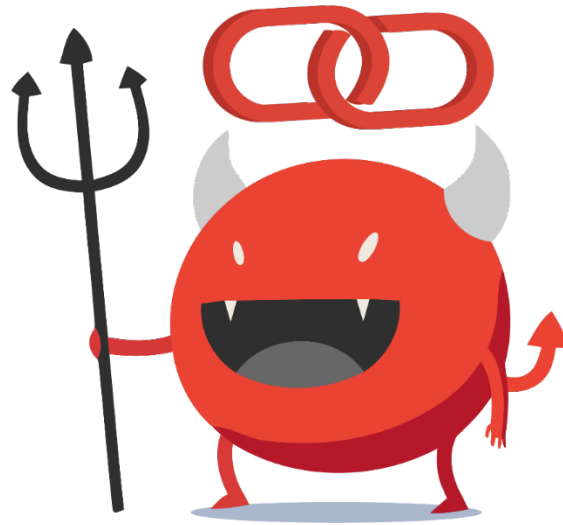


<https://lrt.co/fullaudit/wcvie2018>

@cemper #WCVIE

 **LinkResearchTools**

# THE GOOD, THE BAD & THE UGLY



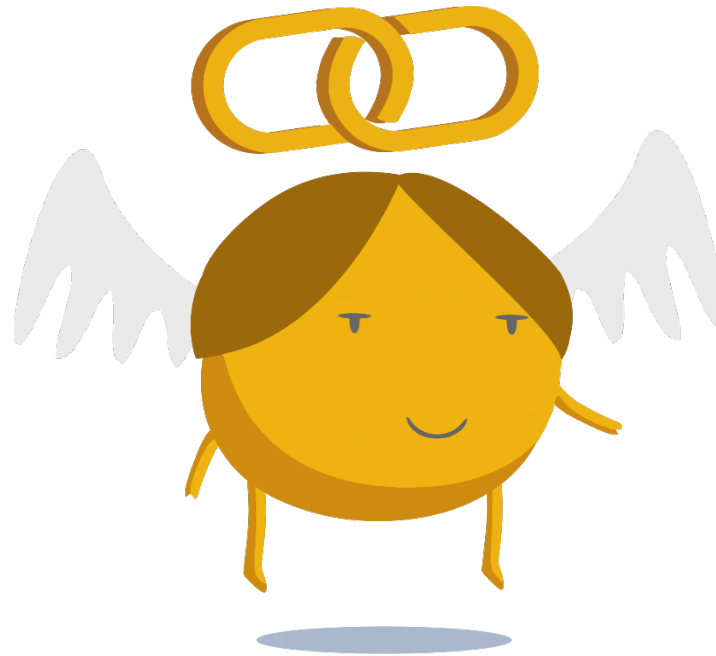
<https://lrt.co/fullaudit/wcvie2018>

@cemper #WCVIE

 LinkResearchTools



# KEEP THE GOOD ONES



<https://lrt.co/fullaudit/wcvie2018>

@cemper #WCVIE

 **LinkResearchTools**

# DISAVOW THE BAD ONES



<https://lrt.co/fullaudit/wcvie2018>

@cemper #WCVIE

 **LinkResearchTools**

# REPAIR THE UGLY

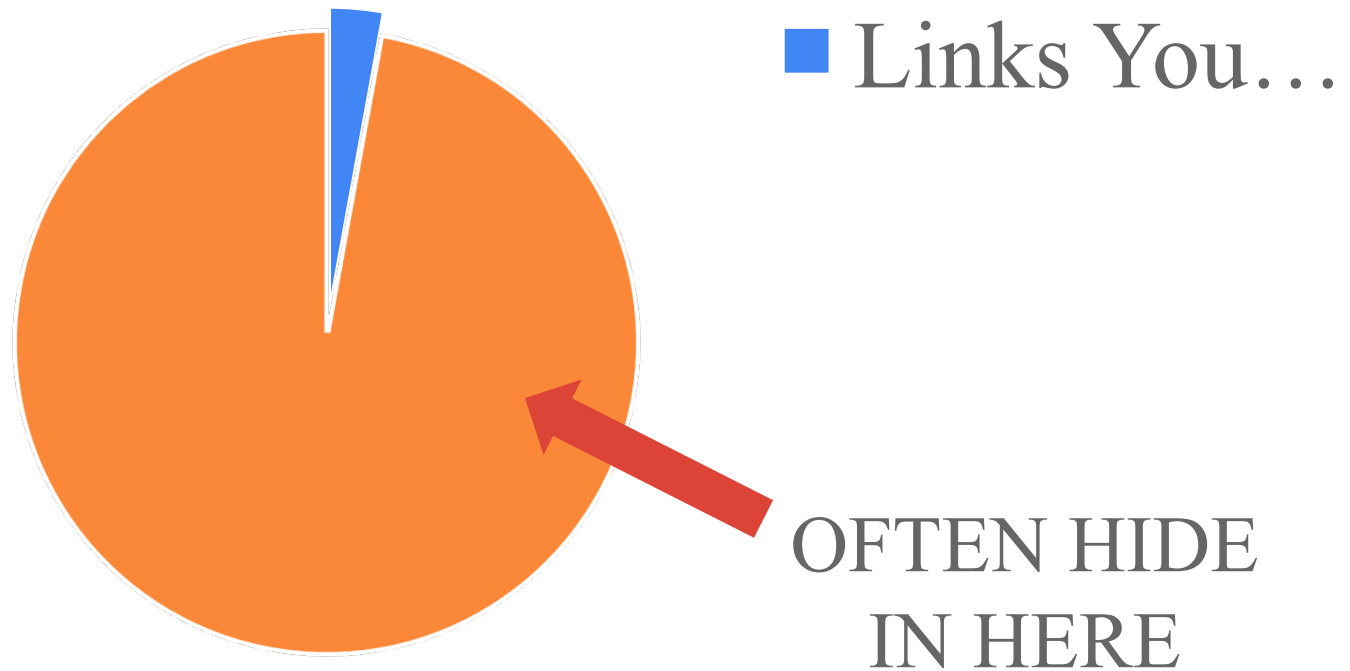


<https://lrt.co/fullaudit/wcvie2018>

@cemper #WCVIE

 **LinkResearchTools**

# THE BAD & UGLY ONES



<https://lrt.co/fullaudit/wcvie2018>

# Confused? Too complicated?



# LRT Academy

<https://academy.linkresearchtools.com>



# LRT Associate



## Online Training

<https://lrt.co/associate/wcvie2018>

# LRT Certified Professional



## 2-Day Workshop

Vienna: April 24-25, 2018 (EN)

Vienna: May 23-24, 2018 (DE)

<https://lrt.co/certified/wcvie2018>

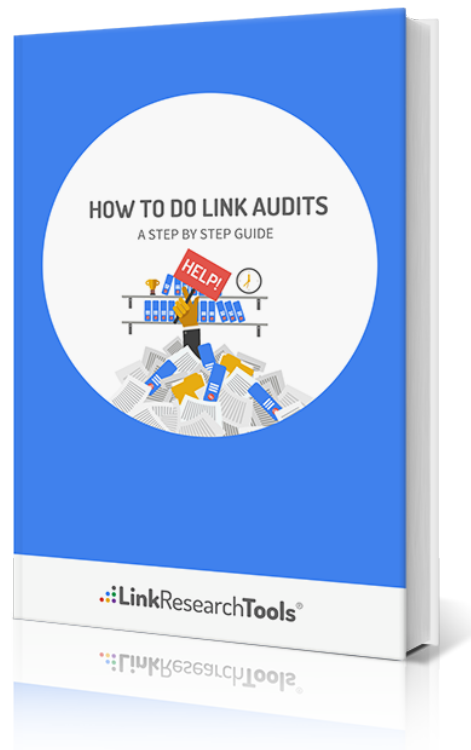


# How to Build a PBN



<https://lrt.co/pbn/wcvie2018>

# DIY Link Audit Guide



<https://lrt.co/linkaudits/wcvie2018>

@cemper #WCVIE

 **LinkResearchTools**

<https://academy.linkresearchtools.com>

Use code  
WCVIE2018  
for 50% off  
until Apr 17

# Spaghetti Code Book

get an 1 of 20 autographed copies

[www.spaghetticodebook.com](http://www.spaghetticodebook.com)



@cemper #WCVIE

 LinkResearchTools

# One last thing

# We Are Hiring!

**Full Stack REACT/JS/PHP/SQL**  
**Java Backend**  
**Tester / Tech Writer**



[jobs.linkresearchtools.com](https://jobs.linkresearchtools.com)

 **LinkResearchTools**

@cemper #WCVIE

# LinkResearchTools (LRT)

## More than a link checker™

### Link Audit and Penalty Recovery

Identify bad links from the past that impact current traffic, restore ranking, improve traffic and thereby drive revenue.

### Link Building

Increase your website traffic and revenue by significantly growing your backlinks.



### Backlink Analysis and Monitoring

Safeguard your website against future penalties and protect your online revenue.

### Competitor Analysis

Learn from and outperform your competition by leveraging on insights around competitors' link behavior, mistakes and successes.

LinkResearchTools combines link data from 25 link data sources and generates the most comprehensive database of verified link data. Contrary to competing solutions, which provide only a fragmented backlink profile, LRT cleans, re-crawls and verifies all available link data resulting in the most complete and accurate link data profile on the market.

“If you are passionate,  
love to work hard  
with a great team  
in a nice place,  
learn from the best  
in an exciting industry, and think  
that YOU can make a difference,  
then I want to meet you!”



*Christoph C. Cemper*



# ASK ME ANYTHING



@cemper

Slides at

<https://lrt.co/wcvie2018>