

SEO Cheat Sheet

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Rule #1: You MUST vary your anchor text

-As a rule of thumb, I try to NEVER repeat the same anchor text twice. You can easily do this by adding modifiers or synonyms to each link

Example: "SEO guide", "search engine optimization pdf", "SEO tutorial", "search engine marketing training"

Rule #2: Use your main keyword term sparingly

-To avoid over optimization penalties you want to only use your main keywords 10-20% of the time

-For the rest of you links use branded anchor text (the name of your website), generic anchor text (click here), and URL anchor text (<http://www.yoursite.com>, www.yoursite.com, etc)

Rule #3: You want a large diversity of backlinks to your site

-You do not want all of your links coming from the same type of websites

-Get links from a wide array of sources like web 2.0 sites, social media sites, pdf sites, images, press releases, etc.

Rule #4: Relevancy is very important

-The more links you can get from relevant sites in your niche the better your results will be

-This includes relevant sites and having your links in relevant content as well

Rule #5: Do not send all your backlinks to your homepage

-To be safe you want to at least 50% of your links going to your inner pages

Rule #6: Be smart with your links

-Anytime you have the opportunity to get a high quality, relevant link to your site...that is when you want to use your main keyword

-Use generic, URL, and branded links anytime you are getting links that are not as powerful

Rule #7: Do not avoid No-Follow links

-Some of the links you get to your site are going to end up being no-follow links

-There is nothing wrong with no-follow and the make your link profile look more natural

Rule #8: Getting Links Slowly and Consistently

-Start your linkbuilding slowly and monitor your rankings. If your rankings hit a plateau, then increase the frequency.

-Never build links then stop. That does not look natural; you want to continue building links over time.

The Golden Rule: Build Your Links As Natural As Possible

You do not want a link profile that looks like it is trying to “game” the system. Try to look at natural as you can by varying your anchor text, getting links from a wide array of sites, having no-follow and do-follow links and continuing to build links over time.