

The Secret Life Of Links

By Secret Agent Chris Crompton

Copyright Notice: ©2007 Chris Crompton. All rights reserved. Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher.

Links Make The World-Wide-Web Go Round.

No doubt you've discovered this if you've attempted for any length of time to get more traffic to your site.

Search Engines love links.

People love links.

You are likely spending a vast amount of your marketing efforts in activities related to getting more links pointing to your site, right?

But have you ever sat down and really thought through it all?

Most marketers have thought or read about it for a few minutes at least and think they have it figured out. They know it is not just any "links," it is "relevant links" that they want.

So what is a relevant link?

Let's compare a non-relevant link to a relevant link to make sure that you know the difference. But let me warn you – just knowing whether a link is relevant won't clue you on to the Secret Life of Links. That comes later.

What we're going to be looking at here is the basics... the Visible Life of Links.

Let's quickly cover a couple of basic definitions.

A Link is any live hyperlink from one page to another.

A Text Link is a just what it sounds like. Text is made into a hyperlink.
(As opposed to a image being made into a hyperlink.)

Anchor Text is the 'visible to the naked eye' part of a hyperlink.
It is what we read and click on.

The Visible Life of Links

Least Valuable Link: A Generic Text Link from a Non-Related Page.

These are the “accidental” links that don’t hurt you but also don’t help much.

When your mom links to your marketing website on her knitting circle website with the Anchor Text “click here to see my son’s website,” you have a Generic Link meaning that the Anchor Text is not at all targeted to what your website is about pointing at you from a website that isn’t at all related to yours.

Don’t dismiss these links, but don’t seek them out either. Make sure that your efforts focus in on obtaining links from a Related Page.

What is a Related Page?

A page becomes increasingly related when a greater number of the following elements are present:

- Title tag contains thematic keywords related to your site.
- Text surrounding your link is of a related theme.
- Title tag is not just on theme, but laser targeted, carrying keywords you are trying to target.



When several of these attributes are on target with your own content, you can say that it is a Related Page.

Slightly Better Link: A Generic Text Link on Related Page.

Sometimes you end up with a Generic Link from a Related Page.

This occurs when someone who is ignorant about linking strategy links to your website without taking the time to incorporate appropriate Anchor Text. (At least you hope it’s just ignorance and not the act of a lazy or inconsiderate marketer or webmaster.)

Much Better Link: A Relevant Text Link on Related Page.

Tremendous SEO benefits exist when another related site links to us using appropriate Anchor Text.

Obviously, we can't always control how other related sites link to us. Yet whenever it is in our power, we need to encourage the use of good keywords in the Anchor Text of our inbound links.

Links increase in value when the keyword Anchor Text used in the link is targeted to the keywords you're shooting for.

Keep in mind however, that it is possible to look "spammy" in your keyword links if you target the same keywords in *all* or nearly all of your links. Try to vary them up a bit.

If you are an advanced marketer, none of this is news to you.

You have probably been building valuable links to your site using this knowledge for a long time.

The question is... Are you one of many who fail to take advantage of the Secret Life of Links?

The Secret Life of Links

Each linking strategy listed above will have increased effects on your SEO strategies. Yet if you want to jump past your competition, your linking strategies must take into account the Secret Life of Links.

This is the life that traces back the origin of every link pointing to the page containing your link.

You see, it is not just the link on an obviously relevant page we're after.

We want links on relevant pages...

 which have links from relevant pages...

 which have links from relevant pages,...

 which have links from relevant pages,...

Well, you get the picture.

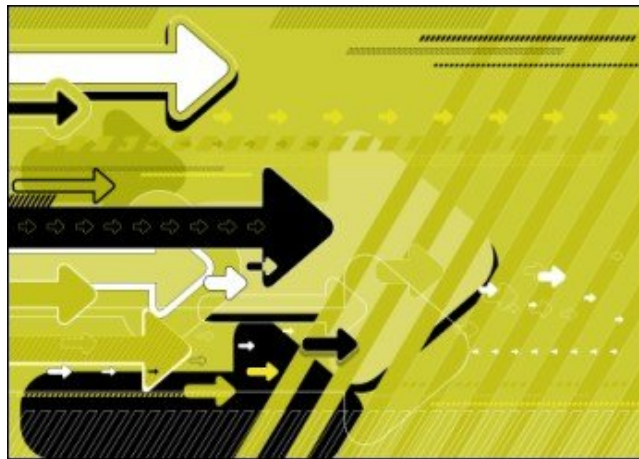
Think of it like this:

Some links are small arrows. They come from a page that is relevant but that does not have relevant links pointing to it.

Some links are big arrows. They come from a relevant page that does have at least one relevant link pointing to it.

And some links are HUGE arrows. They come from a page that has relevant links pointing to it from pages that have relevant links pointing to them and so on.

We're after the HUGE!



This “Secret Life” has been called by some “topical theme vectoring.” A link becomes saturated with relevancy when it is on a page saturated with relevancy.

The simple “Secret” truth is that every relevant ancestor link leading up to your link will multiply the value and relevancy weight given to your link.

So where does that leave us?

We can't control who links to the article directories containing our articles. And we can't control who links to the link directories containing our links. So we can't be really sure what these links' Secret Life is like.

Sure, the above sources will likely have at least one or two relevant links pointing to them from the same website.

But we don't simply want a small link relevancy family... we want an entire relevant lineage!

Taking Advantage of the Secret Life of Links

Let me ask you a question.

Are you trying to get relevant links of the highest value pointing to your site?

Of course you are!

You're not after a simple link on a page containing dozens of other links (i.e. a link directory).

Most link directories charge money for inclusion or require a reciprocal link. Reciprocal links just aren't safe nowadays, and I personally don't like the risk of a site wanting more and more of my money to maintain the link.

You're after a link (or better yet, links) on highly relevant pages which aren't full of links to other sites and where *we* control the content AND we know the Secret Life of these links.

Figured it out yet?

Although traditional Article Marketing is a tried and true strategy for building high quality relevant links to our websites, to take advantage of the Secret Life of Links, we must give link-embedded article content to other related websites, NOT simply broad article directories.

The article directories are easy and work great. But to give raw power to our link building, we must not stop with the major directories. We must actively solicit other webmasters to carry our content. These are websites where the webmaster is actively soliciting relevant links. A link on this type of site will be saturated with relevancy!



Done right, you can be sure that you are getting links from relevant pages that have links from relevant pages that have links from relevant pages....

Well, you understand.

“Alright... Give me a Strategy!”

Secret Life of Links Strategy

There are 3 strategies available to take advantage of the Secret Life Of Links:

1) Hope For the Best, Then Do Some Work

Put out good content to the directories and hope that traditional websites pick up the content for their own sites. Because of the duplicate content filter (Google will only count the first few duplicate articles before relegating the rest to the supplemental index), you need to then contact the publisher to get them to carry a unique version of your article.

2) Direct Email Solicitation

Email webmasters directly and ask them to carry your article. You must make sure these are not direct competitors – direct competitors will almost never agree. If you format your email correctly and make it clear that you have great content that will not be found anywhere else on the web, the webmaster just might take you up on the offer. Many article marketers have found success with this method.

3) Use the Content Spooling Network

On Tuesday, February 20th, I will be launching the Content Spooling Network. This is a network of smart Article Marketers who desire to take advantage of the Secret Life of Links.

It's simple. You host topically-related articles on your site. Others will host your articles on their sites. Through the magic of the content spooling network, articles are only posted on theme-related sites. ***All with zero reciprocal linking!***

No need to worry about the duplicate content filter... Each submitted article becomes hundreds of unique variations using our unique "seed article" formatting. These variations are steadily distributed to related sites in the network.

All network sites and submitted articles are human-reviewed. This is a quality white-hat network that is sure to give you an SEO competitive advantage.

There will be special pricing when the Content Spooling Network launches, so be sure to sign up for the Priority Notification List if you haven't already:

<http://www.contentspooling.net>

So go ahead.

Take advantage of the Secret Life of Links.