


Link Types	Example	Description
<b>Anchor</b> Exact Match (0-15%) URL (35-80%) Brand (10-80%) Random (30-80%)	Link Text SEO Tips iq.seomoho.com SEOIQ, SEO IQ click here, visit, info, website	<p><b>Anchor Text:</b> Studies have shown that a wide variety of anchor text should be used .</p> <p>Note: The % given are BROAD generalizations! For more specific approximations to your keyword and site, please do your competitive research at RankRecon.com</p>
<b>Relavancy</b> Site (40-80%) Content (70-90%)	Real Estate site linking to moving or auto transport would be relevant. Real Estate site linking to Beauty Care site would NOT be relevant.	<p><b>Relavancy:</b> Studies show that site and content relevancy play in important role. Where would it be natural for you to attain a link? Would it be relevant for that site to link to you? Also, is the content surrounding your link relevant to your link? It better be.</p>
<b>Diversity</b>	Get links from different sources: pdf sharing sites, blogs, web 2.0 sites, social network sites, RSS, press releases, blogrolls, images	<p><b>Diversity: VERY IMPORTANT!</b> Studies show that sites ranking high get links from a wide variety of sources. So don't get ALL your links from the same "types" of sites! This would be natural.</p>
<b>NoFollow</b> Optimal 20-50%	<code>&lt;a href="http://www.domain.com/" rel="nofollow"&gt;Link text&lt;/a&gt;</code>	<p><b>NoFollow:</b> We have documented NoFollow links to rank sites, they do NOT pass PageRank, but they pass link juice, and even if that were not the case, they are natural. If you ONLY have "do follow" links, you may look like you are SEOing your site, and Google doesn't like that.</p>
<b>Referring C Blocks</b> Optimal 60-100%	<p><b>254.26.762.04</b></p> <p>A B C D</p>	<p><b>Referring C Blocks:</b> The more sites that link to you from a different IP with a different C Block the better.</p>
<b>To Home Page</b> Optimal 20-50%	linking to: <a href="http://iq.seomoho.com">http://iq.seomoho.com</a>	<p><b>Home Page:</b> It is a mistake to send links ONLY to your sites homepage. As some sites many warrant this, most do not. Your Home page is also called index, or root.</p>
<b>To Inner Pages</b> Optimal 50-85%	linking to: <a href="http://iq.seomoho.com/blog">http://iq.seomoho.com/blog</a>	<p><b>Inner Pages:</b> Link to your inner pages. Great sites have great content "inside" their site so make sure you do to and LINK to it! If your site is set up in silos, this also passes juice back through your site into your Home Page.</p>
<b>Deleted or Dead</b> Normal up to 25%		<p><b>Deleted or Dead Links:</b> These are links that are no longer linking to your site. This can be due to the linking site being down at the time of crawl, or the link actually being taken down. All of this is NORMAL and should not be alarming unless you have 0%, as THAT is odd! ;-)</p>
<b>Total Links</b> Look at Competition		<p><b>Total Links:</b> This is different for every market and keyword but know that it is appearing that Link Totals are playing a role in ranking. If your keyword competition only has 100 links, then you better not show up with 10,000. That may trigger an over optimization penalty flag.</p>