



The Premier Event for Search Engine Marketing & Optimization

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Linking Strategies

(Wednesday - Day 3) 9:00am – 10:15am

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What Is Link Reclamation?

There are instances where company and/or site changes can impact your inbound links. Some examples include...

- Moving to a new content delivery system that alters all your URLs
- Purchase of an already existing web site that has link equity
- Changing domains
- Major site reorganization

For large sites with hundreds of inbound links this can be overwhelming. When every URL on your site changes that means every link from every other site to your site becomes useless, unless you take steps to prevent that from happening. The steps to take will vary depending on your particular situation. The best case scenario is a domain name change where all directories and file names stay the same. Then, the [301 redirect](#) approach makes sense, and there's no need to contact any of the sites linking to you.

The worse case scenario is when you change domains, change directory structure and files names (like when you migrate to a dynamic content delivery), but you don't have any log data from the

prior site to analyze, and you serve a generic error 404 page.

If this happens to you, remember...

- The various sites around the web that were linking to your old pages likely still are linking to them
- You can use search engines, software like LinkSurvey, and your own logs to identify where those old links are
- Contact those sites to request changes be made

Holistic Link Building: How to pursue links for ALL your content

What is Holistic Link Building?

It's recognizing that any web site is more than just its homepage URL, and within the site are content elements that can become linked.

Its looking beyond the major engines for "vertical" search tools that your content can be listed with and linked from.

Pursuing Links (and publicity for) for ALL your content

Within a web site, there are often content and features that on their own represent an opportunity for publicity and links. These content types include

[Blogs](#) »»» [vertical example: fashion](#)
[RSS Feeds](#)
[Podcasts](#) »»» [example1](#)»[example2](#)
[Audio/Video](#)
[Contests/sweepstakes](#)
[Flash](#) »»» [example1](#)»[example2](#)
[White Papers](#) »»» [example1](#)»[example2](#)»[example3](#)
Early nineties example - [Webcams](#)

Vertical, Regional, and Topical Web Guides, Search Engines, Directories

Most people are familiar with the major search engines and directories, such as Google and Yahoo, but there are also industry specific and content specific search engines, directories, and web guides.

Content designed just for [kids or teachers](#)

Here's how to look for others

[SEW's Search Links](#)

[Search Engines Directory](#) specific example: [astronomy](#)

[Search Engine Colossus](#) specific example: [Puerto Rico](#)

[Customsearchguide.com](#)

Search at Google using keywords

example: [Elvis Presley search engine](#)

example: [Pharmaceutical search engine](#)

example: [Yahooligans](#)

example: [KidsClick](#)

Take aways...

For link reclamation, use your own logs, plus search engines, plus software like [Optilink](#) to identify the old links.

A web site is more than just its homepage URL, and within the site are content elements that can become linked.

Linking articles and training

[Social Link Spam and Cigarette Butts](#)

[Google's New Custom Search Engine Service and Links](#)

[Linking's Holy Grail: The Passively-Obtained Backlink](#)

[Looking for Links In All The Wrong Places?](#)

[The Link That Can Make You A Star](#)

[THE WARD REPORT](#)

