

Google Slap Happy SEO Practices Made Easy – A Cheat Sheet For Being Protected From Google

Module 5 – Link Building & Off Page SEO

Link building is critical to any website owner but it's very important to adopt best practices as far as internal linking to your sites.

1. Blog comment spammers are all over the place. A lot of blog owners will just allow any comment from any url at all without thinking. Firstly, make sure that any blog you own has the free anti spam plugin known as Akismet. This will capture a lot of your spam comments. Then make sure you read individual comments before approving them to make sure that it's a quality comment from a quality site – the more targeted it is to your site the better.
2. Don't just build links via one method such as article directories, directories or web 2.0 sites. You need to have a diverse link profile rather than all your links coming from the one method.
3. Make sure each incoming link to your site that you've created has an anchor text of the main keywords that you're trying to rank for.
4. A link from a site considered to be an "expert" site by Google is considered to give a big boost.
5. Try to get listed in the DMOZ directory.
6. Site size doesn't seem to be as important, what's more important is the quality of every site's page or posts rather than having 500 posts on there.
7. Apparently Google even looks at whether someone bookmarks a site when they visit.
8. To remain in the index you must have at least 1 incoming link from some website somewhere.
9. Domain cloaking can result in banning.
10. Make sure your hosting has a reliable uptime.
11. Look for high quality backlinks at all times from a source you can trust.
12. Be prepared to see more of the Google Dance as the dust settles.