



Link Audit Workshop

MNSearch Conference

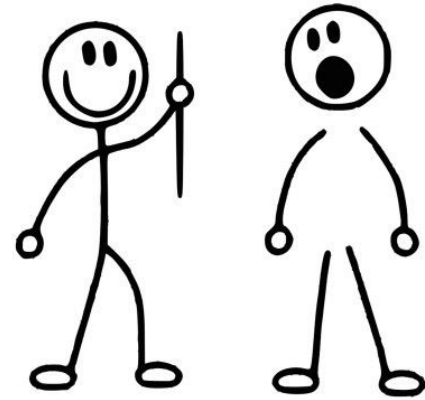


Who We Are



**How do you
define backlinks?**

**How many
websites got
your back?**



*don't worry...
i've got your back*

Why backlinks matter?

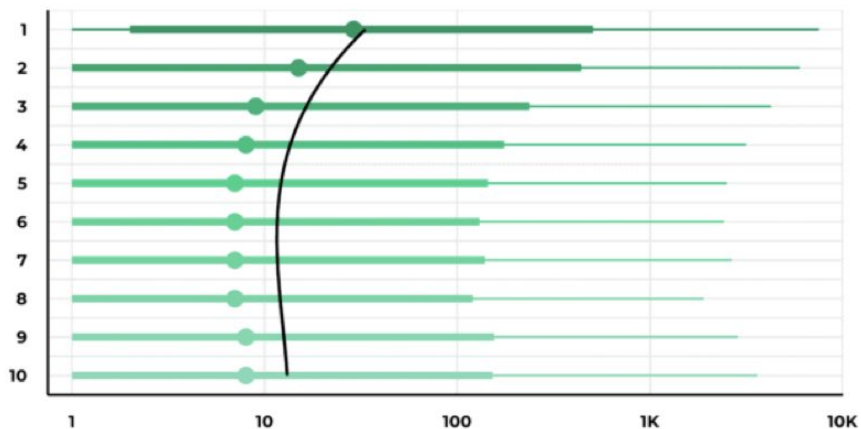
One of the strongest and most evergreen ranking factors.



Backlinks & Ranking Chart 1

POSITION

TOP RANKING PAGES HAVE MORE BACKLINKS THAN LOWER RANKING PAGE (WHEN EXCLUDING URLS WITH 0 BACKLINKS)

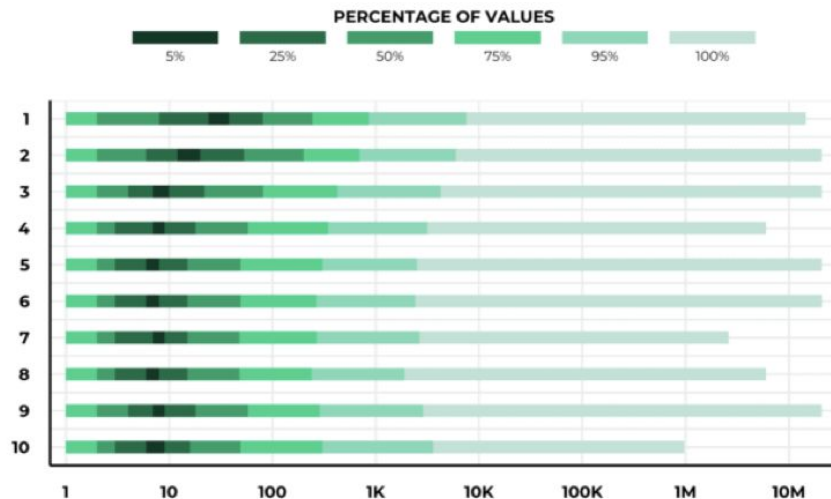


BACKLINKS (EXCLUDING URLS WITH ZERO BACKLINKS)

Source: <https://backlinko.com/search-engine-ranking>

Backlinks & Rankings Chart 2

THE #1 RESULT IN GOOGLE HAS 3.8X MORE BACKLINKS THAN POSITIONS #2-#10



BACKLINKS (EXCLUDING URLS WITH ZERO BACKLINKS)

Source: <https://backlinko.com/search-engine-ranking>

**Do you have enough
backlinks for your website?**



**Are your current
backlinks performing?**



**Do you want to know how to
get the maximum juice from
your Link Building Strategy?**

**Well, you are at the
right place..**



What we'll be doing today..

1. Defining link audit, and its importance
2. How to use an SEO tool to gather data?
3. How to analyze your data?
4. How to create a Link Building Strategy based on your findings?
5. Let's talk..

What is a Link Audit?

Link Audit is the process of analyzing the backlinks of a website.



Why Link Audits are Imperative?

1. Diagnoses health of your backlink profile
2. Improves website's authority and credibility
3. Increases efficacy of your overall SEO strategy
4. Highlights technical concerns such as broken links
5. Reduces the likelihood of search engine penalties

Who at Google decides the Good and Bad?

Google Penguin is an algorithm that constantly evaluates a website's backlink profile

1. Helps differentiate between good and bad links
2. Bad links can harm your website's rankings
3. To ensure you get rid of the bad links, and avoid penalties, you need **regular link audits**



In essence, links audits

1. Help to differentiate between a good link and a bad link
2. Assist you in devising a link building strategy

What do you need for a link audit?

1. Drive
2. Determination
3. Diligence
4. Dedication

What do you need for a link audit?

1. Drive
2. Determination
3. Diligence
4. Dedication
5. **Data**

Where to Get Data?

Top 3 Tools for SEO Data: Ahrefs, Moz, SEMRush.

For the purpose of this workshop, we will use **Ahrefs**.

The SEMRUSH logo features a stylized orange and red flame icon to the left of the word "SEMRUSH" in white, uppercase letters, all set against a dark purple rectangular background.

SEMRUSH

The ahrefs logo consists of the word "ahrefs" in a lowercase, sans-serif font. The "a" is orange, and the remaining letters "hrefs" are white, all on a blue rectangular background.

ahrefs

The MOZ logo features the word "MOZ" in a bold, blue, uppercase, sans-serif font on a white rectangular background.

MOZ

Two Ways to Get Data from Ahrefs

1. Using Ahrefs Webmaster Tool (Free)

- Get client to sign up on Ahrefs Webmaster Tool
- Authenticate and verify website data

2. Using Ahrefs Subscription (Paid)

- Doesn't require anything from the client.
- Best to pitch a Link Building Strategy to your potential clients

What do we look for in a Link Audit?

1. Unique Referring Domains
2. Anchor Text Ratio
3. New vs Lost Referring Domains
4. Link Velocity
5. Link Spread
6. Toxic Links
7. Categorize Link Profile
8. Broken Links

1. Unique Referring Domains

Unique Referring Domains

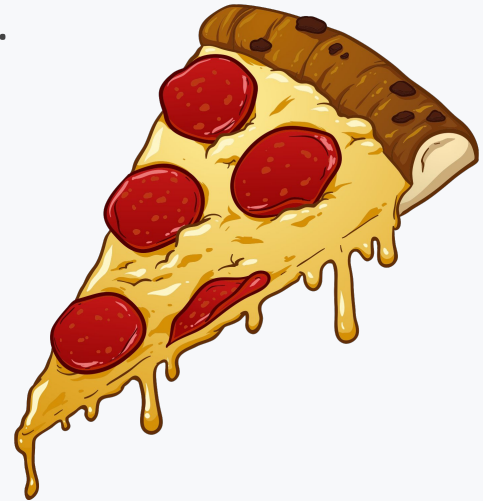
Any website that refers to your website through backlinks is known as a **referring domain**.

If the backlinks are coming from different websites, they are known as **unique referring domains**.

Unique Referring Domains (Example)

Restaurant **A**: 5 reviews from 5 different customers.

Restaurant **B**: 10 reviews from 2 customers.



Unique Referring Domains (Example)

Restaurant A: 5 reviews from 5 different customers.

Restaurant B: 10 reviews from 2 customers.

Same goes for backlinks..



Unique Referring Domains (Example)

If a website receives 100 links from 10 domains (websites) then it would have 10 unique referring domains.

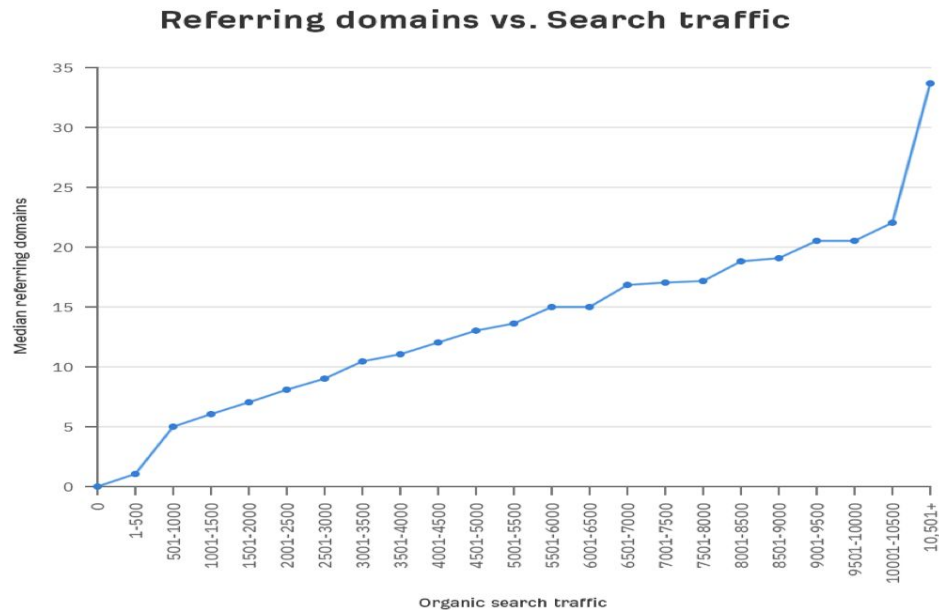
Whereas, if a website receives 100 links from 1 website then it would only have 1 unique referring domain.

A website with **100 links from multiple domains** is expected to perform better than a website with **100 links from a single domain**.

**We have a couple
of charts to back
that..**

1. Unique Referring Domains

There is a Positive Correlation Between Referring Domains and Search Traffic.

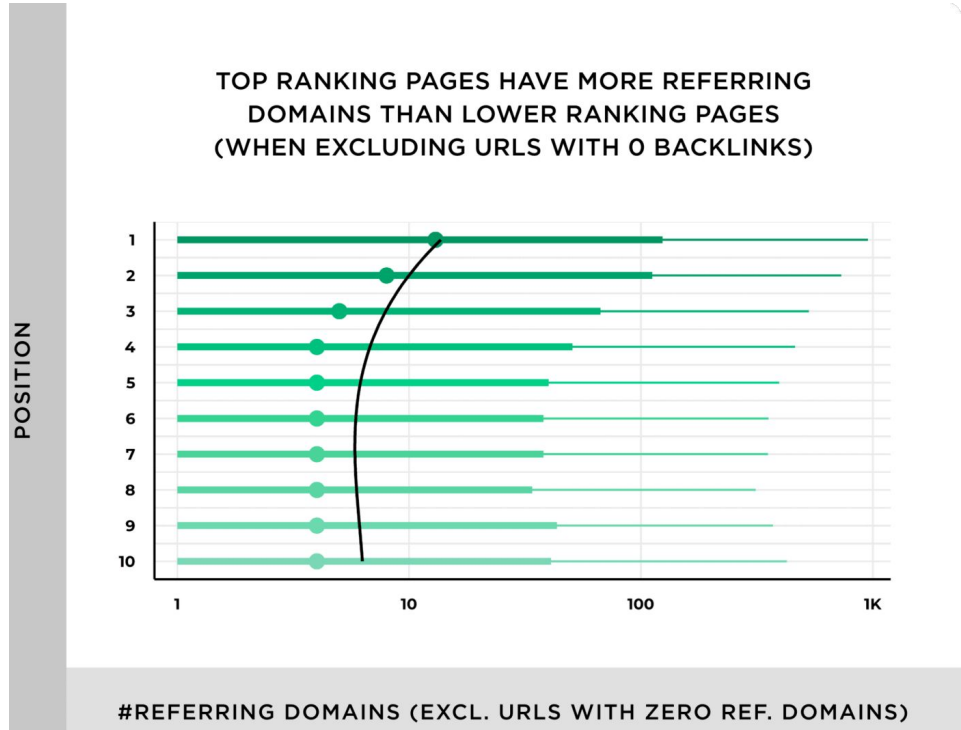


[based on a study of over one billion pages in Ahrefs' Content Explorer index]

ahrefs

1. Unique Referring Domains

Top Ranking Pages have more referring domains..



Source: <https://backlinko.com/search-engine-ranking>

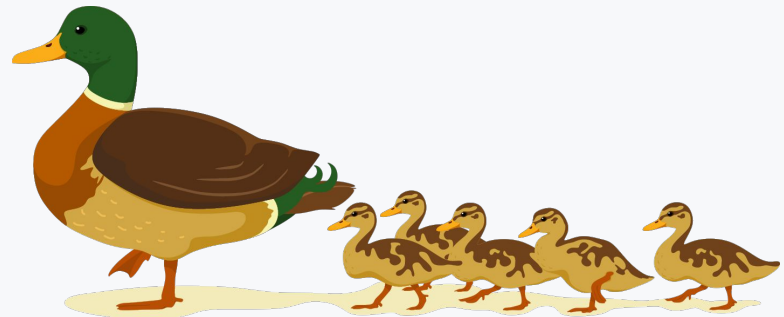
How to Check Referring Domains Using Ahrefs?



What are Do-follow and No-follow Referring Domains?

Do follow links are the strongest links.

Whereas, **no follow** links may be considered as a ranking signal.



Please note:

Ahrefs = Referring Domains

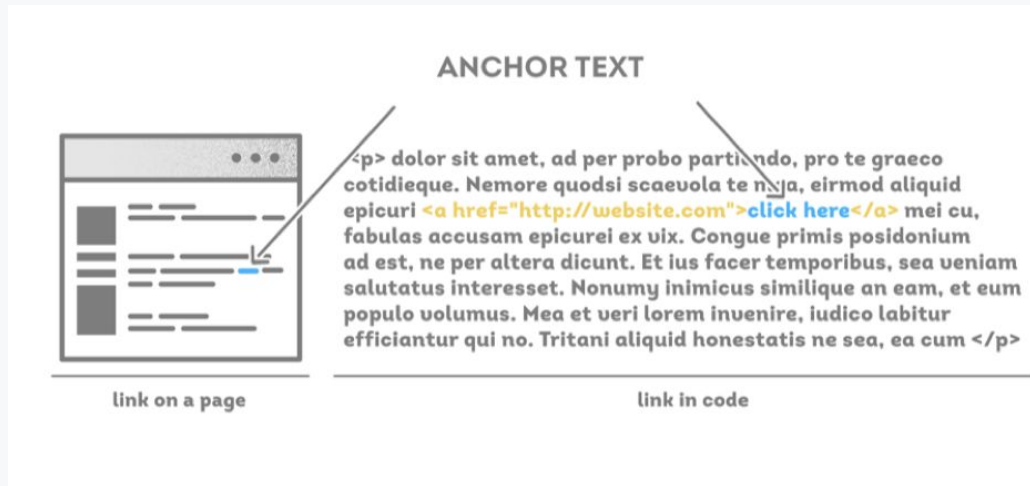
Moz = Linking Domains



2. Anchor Text Ratio

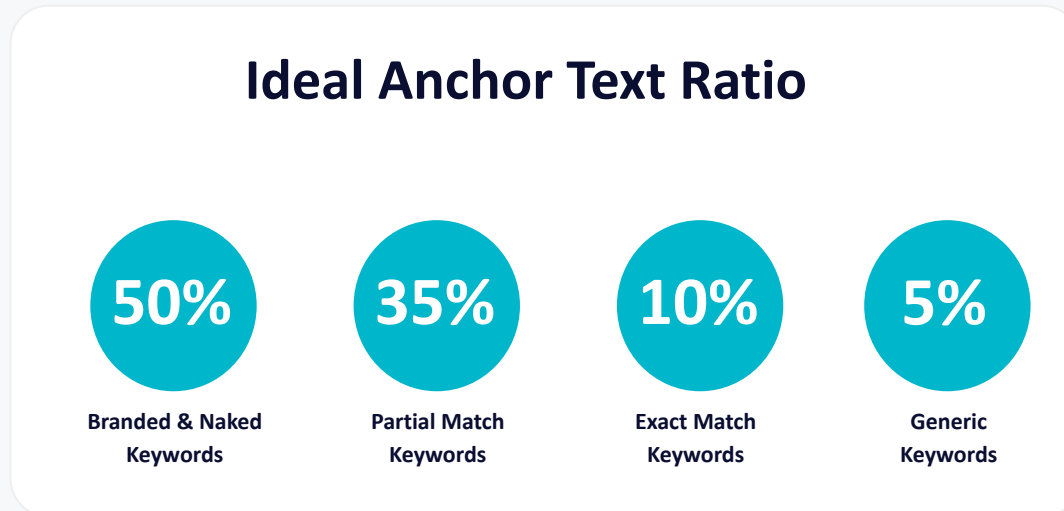
Anchor Text Ratio

Anchor text is one of the most important factor in link building.



Anchor Text Ratio

Distribution of different types of anchor text in your backlink profile is known as Anchor Text Ratio.



Anchor Text Ratio

Why do you need anchor text diversification?

Because a well-diversified anchor text ratio:

- Looks more natural
- Boosts your rankings
- Helps you avoid Google penalty

Penguin Vs Anchor Text Ratio

The First Penguin Update in 2012 hit many websites negatively..

Mostly the ones that had 60% of the anchor text containing
'Exact Match Money Keywords'

Source: [Search Engine Watch](#)

Money Keywords

Money Keywords are ones which bring...money.

They are also known as 'commercial intent keywords' like..

- Buy BBQ grills
- Disney travel packages
- Web design services



How to Check Anchor Text Ratio on Ahrefs?



3. New & Lost Referring Domains

New & Lost Referring Domain

The number of referring domains **acquired** vs the ones **lost** in a specific time period.

New Referring Domains: The websites which recently referred to you through backlinks

Lost Referring Domains: The websites which no longer endorse you through Backlinks

New & Lost Referring Domain

If New Referring Domains $<$ Lost Referring Domains,
Then = Possible Negative Impact on Rankings

If New Referring Domains $>$ Lost Referring Domains,
Then = Maybe good for ranking,
If = The new referring domains are

- High-quality
- Not spammy or **PBNs**

How to Check Lost & New Referring Domains using Ahrefs?



4. Link Velocity

Link Velocity

The number of links acquired within a specific time period is known as **Link Velocity**.

If you have acquired too many links within a short span of time, it could:

- Indicate unnatural link building
- Hurt your rankings

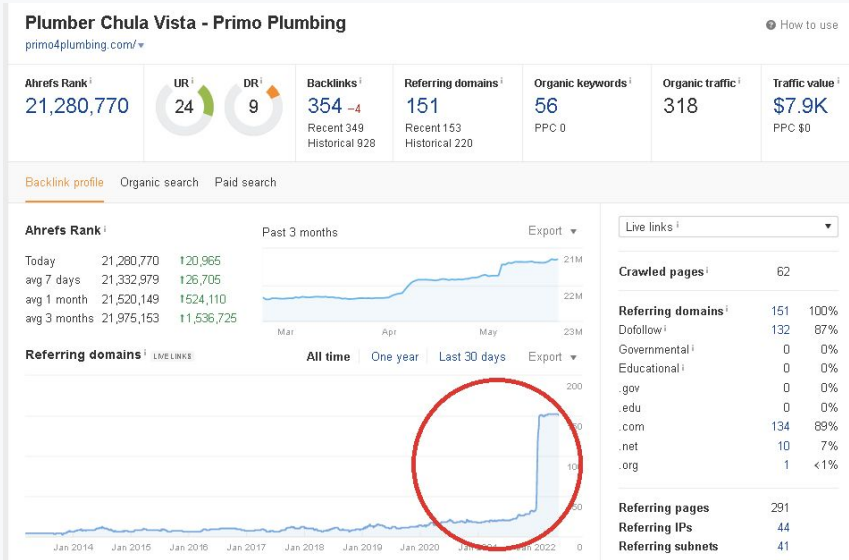
Link Velocity

However, if you happen to break the internet for some cranberry reason, then high velocity would make sense

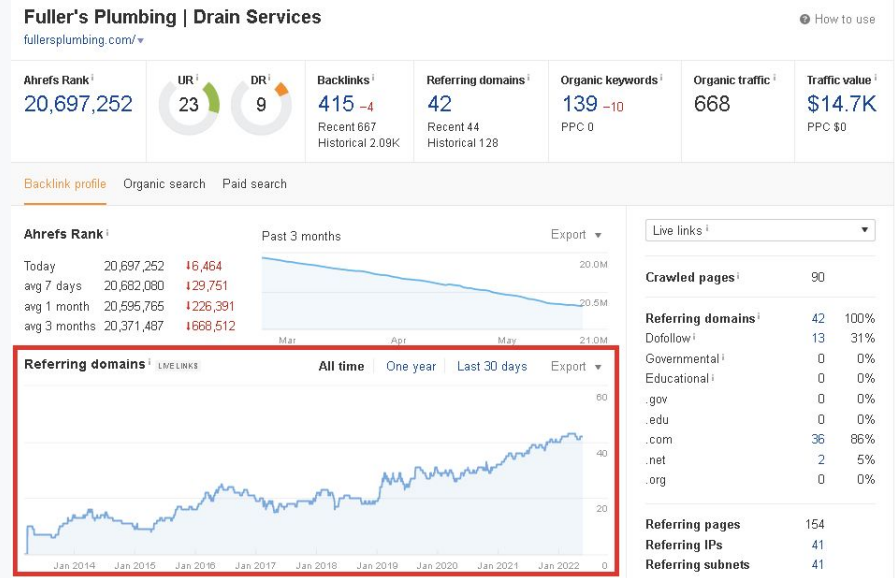


Link Velocity

Unnatural link building



Gradual link building

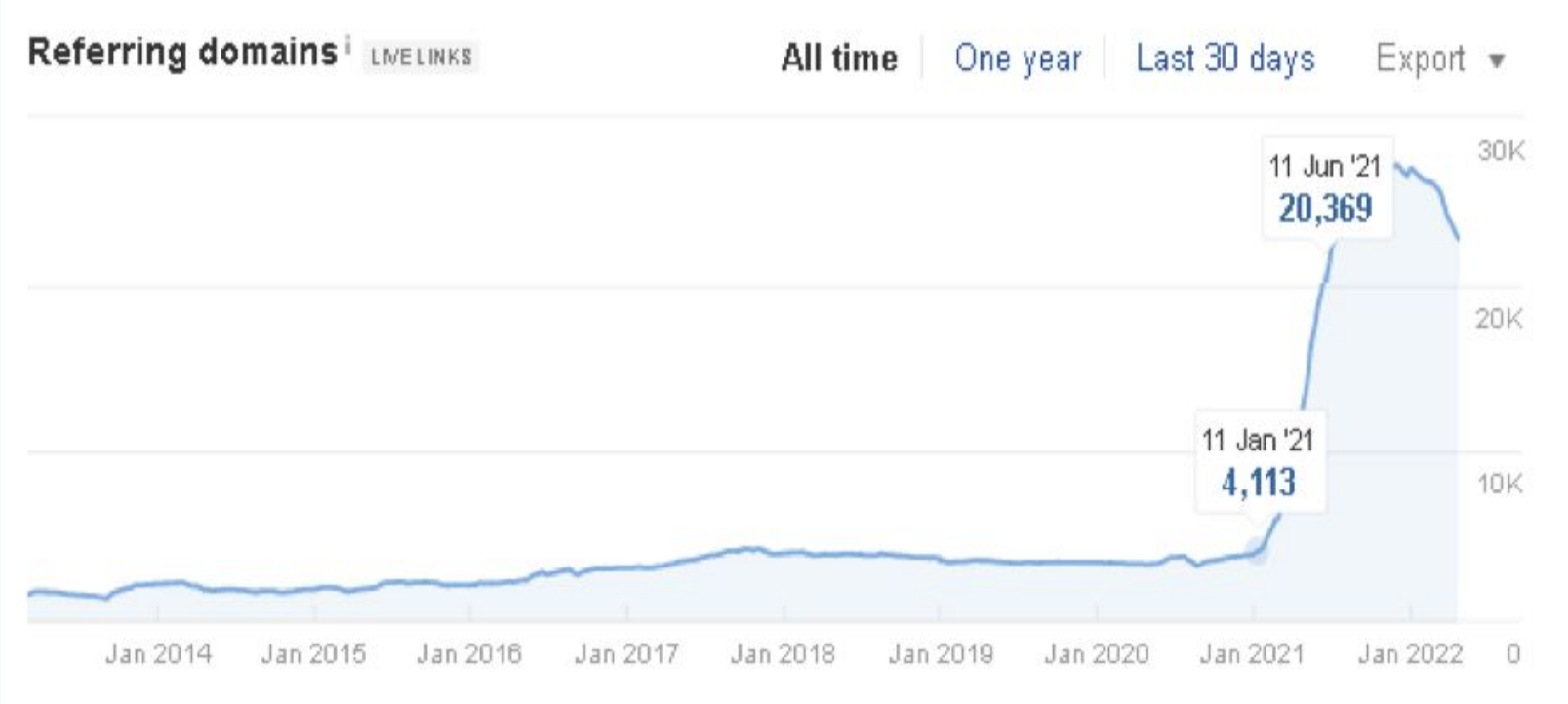


Please note:

An unusual spike in either new or lost referring domains could be due to UGC links that are often caused by automation or spam.

They could be from social bookmarking, forums, blog comments, or stat websites..

Do not do this..



Consistent Link Building is key..

Consistent Link Building is key..

But with a gradual increase in referring domains..



Consistent Link Building is Key..

But with a gradual increase in referring domains..

If you DO NOT do this..

Then this
is what
happens..



5. Link Spread

Link Spread

The distribution of links across the several pages of the website is known as **Link Spread**.

For example, if your website only receives links to your homepage, Google may consider this as unnatural and penalize you.

Hence, it is essential that you spread your backlink profile to as many pages as possible.

6. Toxic Links

Toxic Links

Toxic links are spammy in nature, and can negatively impact website ranking.

In a prolonged period, they can result in penalties.

These are
what
spammy
links look
like..

Domain	Status	DR ▲	Dofollow ref. domains	Dofollow linked domains	Traffic	Links to target	Ne
seekanswer.org ▼	New	0	0	0	0	1 ▼	
ruangbelajar-952.blogspot.com ▼		0	344	6,542	0	1 ▼	
2capsules.com ▼		0	0	0	4.0	1 ▼	
vespa-sprint-150-i-get-abs-2019.blogspot.com ▼		0	0	0	0	1 ▼	
berita-terkini-internasional-io.blogspot.com ▼		0	0	0	0	1 ▼	
yourimagesfreedom.blogspot.com ▼		0	91	3,525	0	1 ▼	
saptaerwin.blogspot.com ▼		0	68	4,938	0	1 ▼	
neuronapinguino.blogspot.com ▼		0	72	4,106	0	1 ▼	
liciousproducts.ca ▼		0	1	107,547	17	2 ▼	
cukupjelas0074.blogspot.com ▼		0	0	0	0	1 ▼	
custom09fa.blogspot.com ▼		0	0	0	0	1 ▼	
insuranceincredible.blogspot.com ▼		0	0	0	0	1 ▼	
paul-coronado-c54.firebaseio.com ▼		0	0	0	0	2 ▼	
savanabrown.blogspot.com ▼		0	37	2,145	0	1 ▼	
myactivedesign.blogspot.com ▼		0	0	0	0	1 ▼	
nguyetdubbsss.blogspot.com ▼		0	0	0	0	1 ▼	

How to remove toxic links?

Disavow them through
Google Search Console

7. Categorize Link Profile

Categorize Link Profile

Link Categorization helps identify links that are either benefiting or hurting your link profile.

Categorize Link Profile:

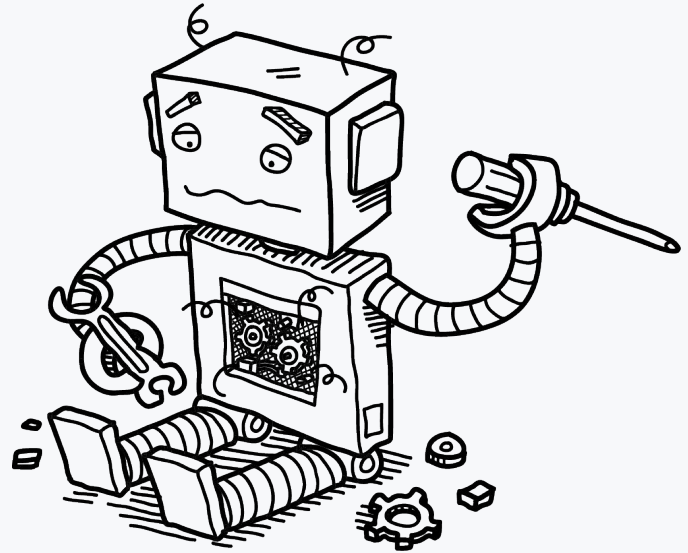
Earned, Stats, Contextual, Spam, Directory, UGC, and so on..

Domain	DR	Type	DF / NF
siteprice.org	74	Automated / Stats	Nofollow
sitelike.org	66	Automated / Stats	Nofollow
sitelinks.info	62	Automated / Stats	Nofollow
keyworddensitychecker.com	44	Automated / Stats	Nofollow
new.net.in	12	Automated / Stats	Dofollow
besafe.in	6	Automated / Stats	Dofollow
one.net.in	6	Automated / Stats	Dofollow
deepali.pw	6	Automated / Stats	Dofollow
alltherankings.com	6	Automated / Stats	Dofollow
linkdonation.com	5	Automated / Stats	Dofollow
kompass.com	76	Directory / Local	Nofollow
inquisitr.com	80	Earned	Dofollow
travelerstoday.com	63	Earned/Contextual	Dofollow
tamaracamerablog.com	56	Earned/Contextual	Dofollow
traveltipsguides.com	28	Earned/Contextual	Dofollow
wellingtonworldtravels.com	9	Earned/Contextual	Dofollow
untad.ac.id	54	Image Link	Nofollow
mxout76-76.cloudaccess.net	0	Spam	DoFollow
voice-mail-scripts.blogspot.com	0	Spam	DoFollow
camelliashubrickerc23389.blogspot.com	0	Spam	DoFollow
ruangbelajar-1068.blogspot.com	0	Spam	DoFollow

8. Broken Links

Broken Links

Links that are going to a dead end, or a dead page.



Broken Links

This is how you leak your link juice..



How to identify broken links on Ahrefs?



Let's Recap..

Red flags that require a complete link audit..

1. Excessive number of links from same domain
2. No Anchor text diversification (too many exact match Keywords)
3. A deficit in Referring Domains
4. Lots of links in a short period of time
5. Too many links directed to a single page
6. Toxic links coming from spammy resources
7. Not addressing broken links.





Creating a Link Plan

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4 questions to answer while creating a link strategy

1. What Metrics to Look for When Creating Links?
2. How Many Links Should Be Created?
3. What Pages to Target When Creating Links?
4. What Keywords to Target in the link plan?

1. What Metrics to Look for When Creating Links?

1. Backlink from a higher DA than your website is a good starting point.
2. Average DA of competitors also gives a nice range.



2. How Many Links Should Be Created? (Link Velocity)

Take the average number of links made in the last 3 months, and discount the automated or toxic links. (Link Category)

Example: If a website has gained 60 high quality backlinks in the last 3 months, the average would be 20 backlinks per month.

You can set your Link Velocity at 20 backlinks/month, and gradually increase your backlinks by 10% every month.

3. What Pages to Target When Creating Links?

1. Pages with keywords of sizeable search volume, in positions 4 - 10, (Organic Keywords)
2. Pages with keywords of sizeable search volume, in positions 11 - 20, (Organic Keywords)
3. Pages with keywords ranking but with few referring domains (Traffic Value)
4. Pages with zero backlinks but with evergreen content (Traffic Value)
5. Pages which are targeting money keywords (Commercial Intent Pages)

3. What Pages to Target When Creating Links?

Link Spread we strive for :

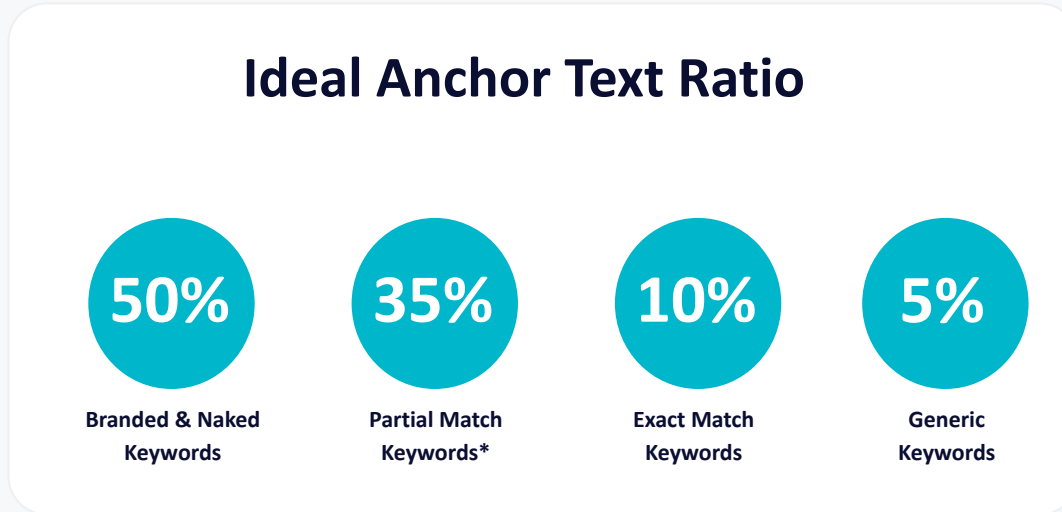
- Home = 20%
- Internal / Landing Pages = 60% - 65%
- Blog/Informative Pages = 15% - 20%

4. What Keywords to Target When Creating Links?

Keyword Research = Anchor Text Strategy

- Identify Top 3 Competitors
- Use Ahref's Content Gap to identify which keywords you DO NOT rank for that your competitors rank for

But remember the..



*Partial Match = use words like best, top, online etc. in combination with the targeted keyword

Got Questions?

**Come to our
booth..and get a
free tee**