



## **Fast Action Report**

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## **Introduction**

Thank you for purchasing Silo Bot Fast Action Report.

Within this short report you will discover the insider secrets and structure to correctly interlinking your sites.

If you follow the quick action tips outlined within this report your sites will see a boost in rankings over time.

Its very simple as I say, provide the search engines with that they are looking for and you will be rewarded.

## **How to interlink your WordPress sites the correct way**

As you know the Penguin update rocked many of our sites as it partially focused on Internal Linking. Back in 2010 we were creating sites and not even BOTHERED about where our internal pages connected to, It was not a problem back then.

Today internal linking means the difference between having your site ranked high in the search engines or not at all.

If you are looking to have your sites ranking higher in the search engines you need to have your newer pages linking to your older pages. Obviously with the plugin this is taken care of automatically but what else can we do to ensure solid internal linking?

Lets take a look at what keywords are already ranking. To do this I would recommend loading up Google Analytics. The trick is to find the keywords that are not ranking high and link these keywords to the keywords that are ranking on Page 1.

## **Before we start interlinking we need to know how to interlink and where to interlink**

For those who are already achieving great results from interlinking you already know that the higher you can interlink within a page the greater your ranking results will be.

Many of us actually go about creating footer links, right at the bottom of our site and this generates the poorest results when interlinking.

We need to make sure we interlink from within the content of a blog post or within the bottom of the post itself.

1. Links that are found higher within the HTML of your page will be spidered much faster and awarded more juice.

## **Top SEO Linking Strategies**

Everyone within the IM world always talks about external Backlinking and how important it is, it would be very easy to forget about your internal linking structure. This structure is as important and is much

easier to carry out than throwing some backlinks into Google and hoping they stick.

When trying to rank your sites pages in Google, Google sometimes ranks pages that you really don't want to be ranked or even they rank pages such as terms and conditions etc ahead of your content pages. To avoid this it is wise to create a linking structure of the pages that you actually want ranked.

## **Lets go about outlining your sites most important pages**

When creating your site it is important to think about site structure first. Believe it or not, when I go about creating a site it I always load up my best content first. Over time this content finds its way deep into your site where it is given less importance by the search engines. It is vital that you create a good linking strategy to your most important pages so they can be found by readers and by the search engines at ease.

It is stated that if a user has to click more than 4 times to find any given content within your site, this content is already on the thin line.

## **Webmaster Tools**

In order to find which pages / posts are receiving the most traffic or more importantly the pages that are not receiving great rankings or traffic we can use Google webmaster tools.

The GMT has a section called internal links and from here you can easily see what pages are linked correctly. Your most important pages should be showing up within the top 75 results. If you have quality content that is past the 75 results then this means that you need to link to these pages. You will be amazed of the overall benefits of this.

Obviously on the flip side to this we can easily see if our “NON important” pages are within the 75 results. If we have many non important pages been linked we can go about deleting those links within our site.

Another TIP, I was stating earlier that it is important to make your best content easily reached for users to read, and that content buried deep within your site should be brought forward. WELL, sometimes you may find Google is actually ranking a deep page but it



is not found by the general traffic to your site. It might be wise to link to this page to make it easier for readers to find.

Remember, the longer someone stays on your site the better your rankings will be.

## **What to think about when creating your Internal Link Strategy**

After analyzing your site and reviewing your content you now need to implement an effective interlinking strategy.

When creating an internal linking strategy there are many things to consider such as;

### **Related Content**

When creating an internal linking strategy it would be very similar to an external linking strategy. Take for example a Car Site, you would go about linking all the battery pages and posts together. You would not link pages and posts such as engines to body kits.

So remember when creating your site, keep very specific categories and make sure that each page within the category is linked to one another. Preferably when creating quality content sites it is wise to have 3 quality posts linked from one main post related to that category.

### **Altering your Anchor Text**

As you may know altering your external link anchor text is a great way to save your site been penalized and it comes across as been natural.

Your site must use the same strategy. When linking internal pages to one another it is advised to use different anchor text each time or as much as you can. This comes across as normal to the search engines and enables you to rank more keywords related to your content within Google.

### **General Site Wide Links**

As you may know a site wide link would be a link to your home page, blog page or contact us page. These links tend to be on every page and most of them are not necessary. It is wise to make them no follow. Again it is just a recommendation.

## **Link Positioning**

As we discussed earlier, the higher the link within your sites page the more juice will be granted. Links within the content are top class and always give the search engines a great idea as to what the link is about.

## **External to Internal Link Ratio**

This is an old one but many of my students are still very confused as to which is the best approach to take. There is a balance to how many internal to external links should be found on a page. Many of us create many internal links but no links pointing out of our sites.

Yes it is always wise to minimize the amount of links pointing out of your site such that the amount of links pointing out to external sites is less than the amount of links coming in.

Having said this your site generates greater gains pointing out to relevant sites so where possible it is wise to link some of your pages out to relevant Wikipedia pages.

## **Home Page Links**

Your home page is the most important page of your site. Many people use a dynamic style home page.

What I mean by this is that their home page changes every time a post is published and their home page resembles a string of posts. I personally do not agree with this as your home page can never build a high PR and your home page will never display your best content.

Your home page should have one goal and that is to convert visitors to buyers. Clean, sharp and contain only 1 static post. This post should contain your main affiliate product and links out to your secondary most important posts.

## **What Does a Good internal link structure look like?**

As we have been discussing a good internal structure will link from your home page to your secondary most important posts. Your secondary posts will link out to the next most important pages.

When a spider visits your site it is important that it can find its way around just as easy as your visitor.

Surprisingly enough most of our sites actually look

like the sample picture below and it is no wonder we can not rank as high as we would like.

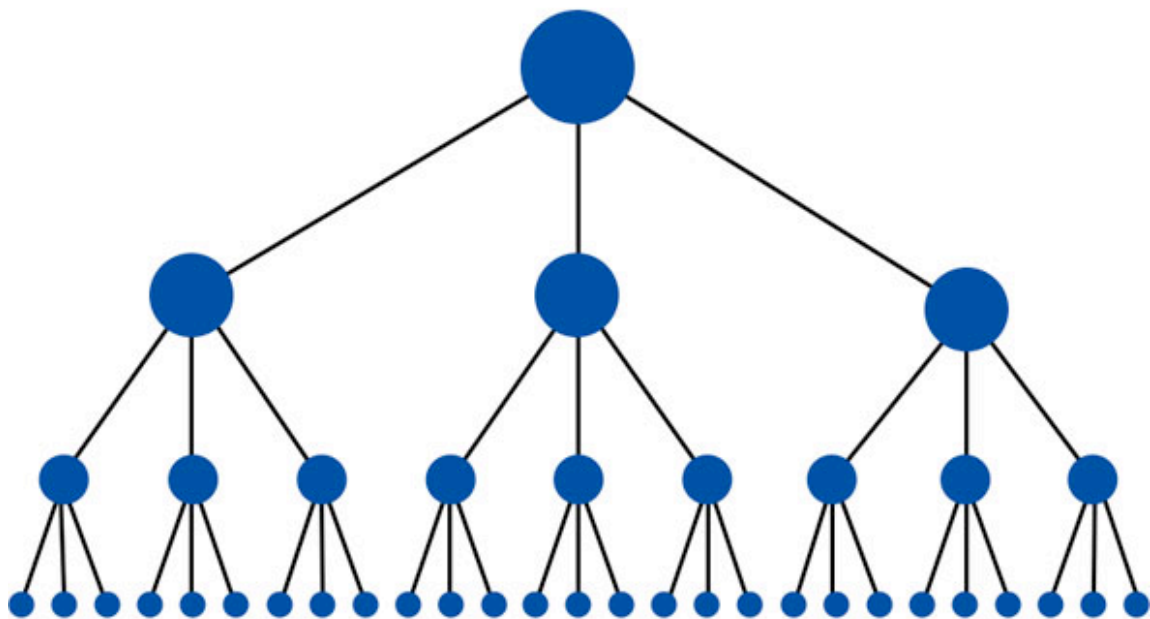


In the example above we can see that a site owner has gone to the trouble of creating a site with great content. We can see that the spider has reached post A which will bring him to post B and E. This is great but what about D and C which are also great pages with quality content?

They might be great to you as the site owner but they may as well not exist as the search engines are unable to find them. WHATS worse is that if the search

engines manage to find the pages they do not know where to rank them as they have no idea what they are related to and as a result may end up ranking them for car parts instead of bus parts.

The best possible structure for a website is as follows, with the bigger dot resembling the home page and the second largest dots resembling specific categories such as Bus Parts, Car Parts, Truck Parts.



You can see that the structure above has the minimal amount of links between the home page and inner content.

This is the best possible structure as it allows the

spiders to crawl the site at ease and provide the site with the best possible rankings and link juice.

## **What about INTERLINKING Sites?**

Ok so we know about interlinking our pages within our sites but what about interlinking relevant “SITES” as in linking site 1 to site 2?

This is a question I get asked on a regular basis and for years I would always advise NOT to interlink your different sites together.

For example if I had a site on Soundbars, another site on TV's and another site on TV stands, would I link these sites together? The answer WAS no.

The reason for this was because many affiliate marketers created their MAIN sites and then created satellite pages or sites that linked into their main site. This worked until the search engines realized that these satellite sites were not providing any quality and sites began to get penalized heavily.

These satellite sites were tracked back to the one user as all sites were found within the one server. Other marketers then decided to setup different servers and

host their satellite sites on these servers but the search engines can also spot that as everything can be traced.

NOW having said that we were talking about satellite sites and skeleton pages linking back to your main site BUT, what about fully fleshed out sites such as the ones I mentioned above.

Example, If I had a site on Soundbars, another site on TV's and another site on TV stands, would I link these sites together? The answer WAS no, well the ANSWER now is YES. You can link your sites together if they are related and if they are fully fledged sites.

I would recommend this in terms of spreading traffic between sites with the result of generating affiliate sales from similar products. In this case it would be best to add, no follow links to the connecting sites.

### **3 Extra Advantages to Internal Linking**

As we know internal linking has great benefits to both the search engines and your readers. As I was explaining before trying to build backlinks is



something out of your control, but building internal links is something that you do have control over and generated great results so why not make the most of this.

## **Usability**

If you provide the content that visitors are looking for they will end up staying on your site for longer. If you provide your content with highly relevant links, your readers will stay longer and keep coming back to your site. This process will ultimately mean your site and pages will generate a higher ranking with loyal followers. Think about the readers first and money second. It works best this way.

## **Passing Link Juice**

The search engines go about ranking each page of your site with a certain score know as “Page Rank”.

Your home page generally holds the highest PR and your secondary pages hold the next highest score.

What we try to achieve is to link our higher/ most important pages to our lower pages thus spreading the juice. Over time your lower scoring pages will gain the benefit and rank higher in the search engines.

## **Decreasing Bounce Rate**

I touched off this in the last advantage but just in case you are unaware of what bounce rate means, it is the term used to determine how long visitors stay on your site. The longer a visitor stays on your site, the higher your site will move up in the rankings. The best way to keep someone on your site is to provide them with relevant links to what they are searching for.

## **Case Study Regarding CMS North America**

This company completely re engineered their NAVIGATIONAL internal linking strategy and tested the results over a 6 month period.

The first strategy they looked into was actually getting rid of their general navigational structure where every page would have a Home Link, Contact us, About, Privacy and so on. Instead they created their home page and linked from that to their internal secondary pages.

This approach forces the readers and the search engines to follow their links to the pages that they want ranked.

This is an approach I actually take with all my sites and have been doing so for the past 4 years.

Lets take a look at the results that CMS achieved from applying a simple internal linking strategy.

### **Case Study: CMS North America**

CMS North America is a manufacturer of 5 axis CNC machines with an established website with a Google toolbar PageRank of 3 and around 170 indexed pages. At the beginning of February we took a close look at the site's internal linking structure, running it through the Internal Link Juice Tool. We saw that the site had 168 links on the home page, substantially more than the best practice guideline of no more than 100.



Many of these links were the important category pages (different kinds of machining equipment) and contact pages. But there were also large numbers of second priority links included in the global navigation through drop-downs and flyouts. By removing these second priority pages from the global navigation we could increase the amount of PageRank that flowed through the remaining links, improving the ability of those pages to rank.

Our new navigation plan made the following changes:

- Examined every important keyword for the site and made sure the pages targeting those keywords were still included in the global navigation. These were all category level pages that users would expect to find in the global navigation.

- Shut off entirely about half of the drop-downs and flyouts on the site. As an example the About Us link had a drop-down menu that linked to a company profile, history & achievements, locations, news, tradeshow, and resources pages. We did not need links to every one of those pages from the global navigation — instead we made sure they were linked to from the About Us page and shut off the drop-down, eliminating 7 links. Similarly drop-downs were shut off for Case Studies and Industries Served and others.
- In the course of eliminating excess drop-downs and flyouts it was sometimes necessary to create new landing pages. For some product sub-categories a pass-through flyout with no landing page led to multiple individual products. We created a landing page for the pass-through and shut off the flyouts to the products. Those products are now available from the sub-category landing page.
- Some links that had no SEO importance needed to be kept for usability reasons: the Contact Us and Technical Support links, for example, remain prominent in the global navigation. Usability is always the first concern in navigation overhauls,

even at the expense of SEO.

In the end the new navigation structure **removed 70 links** from the global navigation, reducing the total to under 100 links per page. This has the effect of allowing every page of the site to pass **over 70% more PageRank** through to the pages still linked in the global navigation.

### **Results After 6 Weeks**

Within six weeks most of the site had been re-crawled by Google and indeed we saw many ranking improvements as a direct result of the navigation change. CMS North America is tracking their 21 most important keyword phrases, including several high-competition 2-word phrases, and we observed the following results:

- 18 of the 21 keyword phrases increased in rankings (two keywords were already rank 1, so only one keyword failed to improve in ranking)
- Several keywords that were not ranking in the top 100 surged up, in one case moving to ranking 13
- Keywords that were already ranking on page 1 improved an average of 1.8 rankings
- Keyword that were already ranking on page 2 improved an average of 3.7 rankings

- The lower a keyword was ranking, and the fewer external links to the landing page, the more the ranking improved, including improvements of 60 and 87 positions for keywords not in the top 100.
- Organic traffic to the site has already improved, in the form of improved quality traffic from the targeted keywords and variations thereof.

Many of these keyword phrases had been stable for long periods, including a year or more for several, before the internal navigation change improved their ranking.

### **PageRank & Internal Links**

While Google has not updated their toolbar PageRank since the navigation restructure, it is unlikely that CMS North America will see the toolbar PageRank of internal pages change, unless those pages were already near a cusp. However, it's important to remember that the real PageRank Google uses is far more nuanced than the toolbar version, and with the logarithmic nature of PageRank an increase from 3.4 to 3.8 brings a larger ranking benefit than an increase from 2 to 3.

However as we see in this case study, a site with a PageRank 3 homepage and many PR 2 internal pages

can see a very substantial rankings benefit from significantly reducing the global navigation links.

As you can see there are many aspects of internal linking and I hope this fast action report opened up your eyes to the benefits of internal linking and how to go about re structuring your sites.

If you apply all the above strategies to your sites you will be guaranteed increased rankings.

Its very simple, all you have to do is provide the search engines with a solid internal linking structure and quality content. These two things alone will ensure your sites rank higher in the searches engines which results in greater earnings.

I myself only go after low competing sites with a few thousand monthly searches. I setup the correct structure and begin work on my next site. I NEVER backlink and my sites are ranked on page 1 generating me a nice monthly income.

I wish I could chat more about internal linking but there is not much to it and I would be only repeating myself so for now I hope you enjoyed reading this fast action report.

KME Byrne