

## SEO Exam: Link Building

Links are the primary 'off page' way to influence Google and other search engines. This exam measures -

- your knowledge of proper link syntax.
- your understanding of how Google views links.
- your grasp of "link building strategies" for effective SEO.

It takes about fifteen minutes! Let's get started!

# Link Theory

## 1. How accurate are the following statements about links?

	Not accurate at all	Not accurate	Neutral	Accurate	Very Accurate
The best links have the best link syntax, with the keyword 'inside' the A HREF tag.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Incoming links to your website are very important to getting to the top of a Google search.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Link votes are 'democratic' in that one link is as good as any other.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google provides accurate, public documentation about how it scores the value of links.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PageRank influences whether a website shows up highly ranked in a given search.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
One value of links is 'direct traffic' from a referrer website and has nothing to do with Google.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The best links are from links in your 'community.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Links should be considered 'votes' by other websites that your site is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Paying for links is OK with Google.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The best links are from high authority / high PageRank websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Outbound links from your website hurt you.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craig's List and Wikipedia use the NO FOLLOW attribute, so getting links from them is worthless.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PageRank is Google's special sauce, and translates roughly as the 'Authority' of a website in 'voting' for other websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Determining Links

**2. Which of the following are good ways to determine possible link targets? Link targets, of course, are sites other than your own that you may possibly want to link back to you.**

	Not a good way at all	Not a good way	Neutral	A good way	A great way
Keep your eye out for link partners such as your suppliers, customers, friends, community sites, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use the syntax link:http://www.website.com/ in Google.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Go to Google and type in your keywords plus keyphrases such as 'directory' or 'catalog.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Use the Yahoo Site Explorer Tool to 'reverse engineer' links to your competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use Linkdiagnosis.com to 'reverse engineer' links to your competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Links should just be spontaneous and Google penalizes you for actively seeking links. So just relax!	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the Google Toolbar and click on the PageRank box to look for 'backlinks'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

# Link Building

## 3. Which of the following are good ways to solicit links?

	Not a good way at all	Not a good way	Neutral	A good way	A great way
Send out mass emails to every site you can think of asking for links.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have your own Youtube channel, and put your website in your profile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Have a customer of the month, blog it, and ask them to link.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Conduct joint press releases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Look for complementary websites - if you are a wedding photographer, look for wedding florists and cake bakers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use Twitter and Facebook as well as other social media to get links.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Look for directories in your industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Require your suppliers to link to you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Get listed in DMOZ and/or the Yahoo Directory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Create win/win strategies such as 'I blog you, you blog me.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Get listed in your local Chamber of Commerce business directory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>