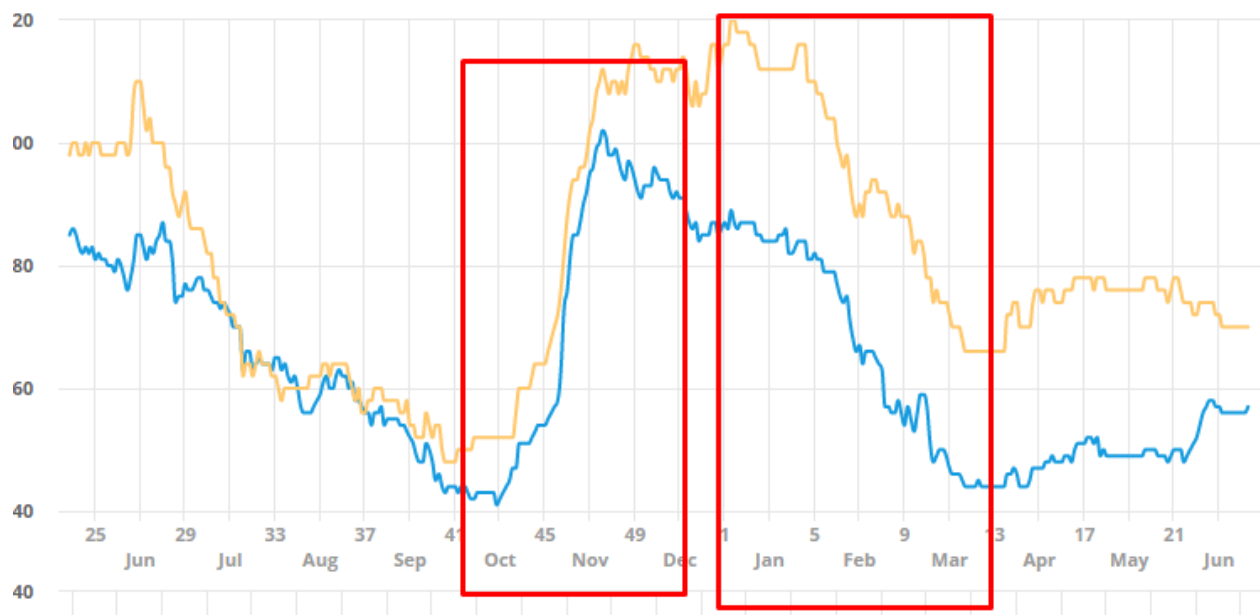


Link building strategy for the website <https://site.com> for 6 months

Link profile analysis

Link profile of the site greatly influences its search positions, where dynamics of links growth shouldn't be rapid or drop sharply, anchor list shouldn't contain solely commercial anchors, neither have abundance of conversional ones, as well as links shouldn't be placed on non-thematic sites with low traffic.

Dynamics of the links growth:



* orange curve shows dynamics of referring domains

variant 1. Growth of backlinks must be gradual without a sharp rise. Rapid growth of referring domains alerts search engines about unnatural link profile. Such behavior puts the site at risk of getting a search filter or even being excluded from the indexing. Rapid growth of backlinks is natural for informational websites where trends are of great importance.

variant 2. Sharp drop of backlinks has a negative impact on the ranking of keywords. Such cases notify search engines about the links being purchased for the website. Any operations with the link profile should look natural.

Low-quality links:

Such links in the profile may result in getting a search filter.

Comparison of website link profile with competitors

	site.ua	competitor1.ua
Number of site pages with backlinks		
Number of referring domains ¹		
% of domains referring to the Home page ²		
Ahrefs Domain Rank		
% dofollow ³		
% text links ⁴		
Natural links ⁵		
Rented links ⁶		

¹ Number of referring domains to your website. There can be multiple backlinks but namely a number of unique referring domains is of great importance.

² Percentage of referring domains to the Home page. Quantity of referring domains to the Home page prevails the number of backlinks to in-depth pages of the website.

³ Quality of links carrying anchor and static weight. Link profile of the website should include dofollow-, nofollow- links.

⁴ Text links instead of images..

⁵ Links to the pages with UTM parameters in URL address, hyperlinks within a page and other parameters. Search engines consider such links natural and grant them 'additional weight'

⁶ Number of links from rented links brokers such as Sape.

Anchor list analysis

	site.ua	competitor1.ua
Number of site pages with referring external links		
Number of links referring to the website		
Number of brand anchors ⁷		
Number of commercial anchors ⁸		
Number of anchors with unnatural word forms ⁹		
Number of 'Junk' anchors ¹⁰		

Detailed analysis of competitors' backlinks

You may review detailed analysis of competitors in this document

<https://docs.google.com/spreadsheets/d/17B4wn3SBoe2D6TkIGYVqUpILti7hGMmxju2GTu1VeVc/edit#gid=0>

The following types of links were analyzed:

Crowd links - links from forums, question & answer sites, comments and the like (for example...)

Article links - links from the articles posted on other websites (for example...)

Images - links from the images on other websites (for example...)

Redirects - links with 301 redirects from other websites (for example...)

Cross-site links - links from footers or sidebars of other sites located on all their pages (for example...)

PBN-links - links from informational websites placed by the competitors themselves (for example...)

⁷ Anchors containing brand name or website URL address (for example **site.ua**, <https://site.ua>, **on the website site.ua** etc)

⁸ Anchors in the form of direct keywords (for example **buy laptop, washing machines, rent daily apartments in Lviv** etc.)

⁹ Anchors in the form of long phrases which are not used in native posts and are rarely chosen as links (for example **Buy iPhone X cheap Kyiv** etc). Large amount of such anchors may lead to penalties by search engines up to search filters.

¹⁰ Anchors like **here, following the link, on the site** etc.)

Analysis of the pages for traffic potential

High-priority pages for promotion as well as their traffic potential were analyzed on the basis of the website preliminary analysis, its search positions by relevant queries and on statistical data of these queries (frequency, competition).

URL	Priority %	Traffic potential in a cluster
https://links-stream.pro/chto-takoe-nofollow-ssylki-i-kak-ih-ispolzovat/	14830	900
https://links-stream.pro/proverit-obratnye-ssylki-gde-i-kak-jeto-mozhno-sdelat/	17877	415
https://links-stream.pro/gde-i-kak-mozhno-razmeshhat-kraud-ssylki/	23633	315
https://links-stream.pro/kak-pokupat-ssylki-dlja-prodvizhenija-sajta-gde-i-kak-ssylki-pokupat/	2764	248
https://links-stream.pro/kraud-marketing-chto-jeto-takoe-i-kak-on-rabotaet/	10022	231
https://links-stream.pro/chto-takoe-ankor-ssylki-i-kak-pravilno-ih-sdelat/	13694	228
https://links-stream.pro/	1260	194

Backlinks strategy for 6 months

Given the aforementioned analysis there was developed a strategy on the link profile development for the website <https://site.ua>, which is provided in this document <https://docs.google.com/spreadsheets/d/17B4wn3SBoe2D6TkIGYVqUpILti7hGMmxju2GTu1VeVc/edit#gid=1130173118>