PROCESS GUIDES

Link Quality Assurance

At Page One Power, every link we build faces multiple levels of scrutiny. The process of ensuring a link's value is complex, but there are 3 overarching categories we consider when evaluating link quality:

1. RELEVANCE
2. HUMANVALUE
3. AUTHORITY&TRUST

A link without some form of relevance isn't a link worth securing.

Generally, links can be **relevant** in 4 different ways:

1. Domain to domain
2. Domain to page
3. Page to page
4. Link to page

Explaining relevance to another person is a good baseline test. If you can't explain to another human why a link would make sense on another site, the relevance isn't there.

Worthwhile links offer real value to humans.

Quality links will provide **value** to three parties:

1. The site linking
2. The site being linked
3. The site's audience

Links that provide genuine value to human readers are the best links you can secure, and they're the types of links Google wants to count.

**Measurements of authority and trust must be considered.**

Only Google engineers understand how their algorithm measures **authority and trust**, but we use some tools to get a relative perspective:

1. Moz
2. Majestic
3. Google rankings

Links from authoritative sites pass more authority and trust to your website.

TECHNICAL CONSIDERATIONS

Here is a list of questions we ask ourselves regarding every link we pursue:
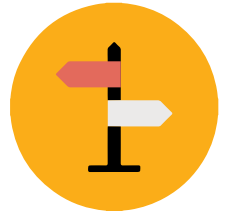
General:
Can search engines crawl the link?
Can search engines crawl the page?
Does the page have a meta robots tag?
Does it include noindex or nofollow tags?
Is the page blocked in robots.txt?
Does the page use JavaScript or AJAX?
Is the page indexed in search?
Is the link hidden behind a redirect?
Is there any other reason search engines might be able to crawl the page?

Tag Attributes:
Does the link have a nofollow attribute?
Is the link an image?
Is the alt attribute tag used?

Anchor Text:
Is a keyword used in the anchor text?
Is the link over-optimized?
Was the anchor editorially created?
Did you ask for specific anchor text?
Is it a naked URL?
Is white noise such as "here," "click," or "this" used?
Does this anchor text appear natural in context?

Link Placement:
Is the link site-wide?
Is the link on a relevant page?
Are the other links on the page relevant?
Is the link in-content?
Is the link high on the page?
Are the other links to quality content and sites?

On-page Elements:
Are the header tags relevant to your page?
Is the title tag relevant to your page?
Is the URL relevant to your page? Does it contain the word "link" or "list?"
Does the page contain 500 words or more?