

Link Building Secrets of the Masters, Part 1 of 2

10 Point Checklist

Christoph Cemper

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"SEO is an experimental science,
do not blindly follow the old rules."**

CHRISTOPH C. CEMPER

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Do not use PBNs unless I am willing to take the risk of losing all of my rankings and my traffic.
- Use the Link Detox tool to help me recover and protect my site by knowing what my bad links are.
- Do not put the same AdSense or Analytics code or anything traceable that will link all of my sites together.
- Remember Google keeps track of everything, and I can possibly recover from one penalty, but not multiple penalties.
- Do not take everything Google says for granted. Instead, conduct my own experiments and research on what really works.
- Use 302 redirects as opposed to 301 redirects because they pass the rankings indefinitely.
- Keep in mind that links pointing to my sites connect to the content of the linking sites. Do not attach my site to bad neighborhoods and out of context content.
- Question everything about SEO and links and do not blindly follow the old rules. Find what actually works.
- Learn how to recover from a Google link penalty by understanding my backlink data, and don't repeat the same mistakes.
- Find the right tools to understand how Google is looking at my links and understand the metrics. LinkResearchTools has a comprehensive suite that can help.