

Link Building Secrets of the Masters, Part 2

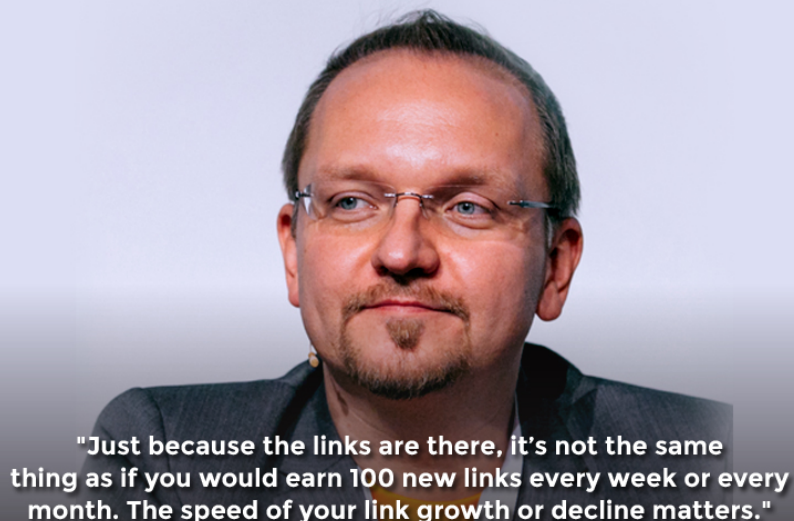
10 Point Checklist

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**



CHRISTOPH 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.

- Use 302 instead of 301 redirects to have long-term ranking benefits on my keyword-filled URLs.
- Sign up for Google Search Console and verify my site so that I get notified whenever Google sends me a manual penalty.
- Use aggregated data from several different tools like Ahrefs, Majestic, Open Site Explorer to analyze my backlinks for a preventive link audit.
- Implement a regular link risk audit to make sure that I have quality links with nothing to disavow.
- Use LinkResearchTools as extensions for Chrome or Firefox to analyze the power and trust of domains I am searching.
- Audit all of my links and to calculate risk for my sites, pages, and even categories.
- For manual and algorithmic penalties, first get a full link audit using a combination of tools. Then use Link Detox to clean it up and recrawl before addressing the bad link issues.
- Learn about keyword intelligence and the risk factors with money keywords as opposed to brand keywords. Link Detox can also help with this process.
- When purchasing new sites slowly change one thing at a time so that I don't get flagged by Google as a new owner and lose rankings.
- Ask webmasters to remove bad links. Pitchbox is a great tool for this. If this doesn't work, disavow the links.