

## Best Practice in Developing a Linking Strategy

### Sub Domains

Sub domains are subject to a lot of industry debate as to their importance in the process of natural search engine optimization. Multiple sub-domains were once used as a way to increase the number of URLs without providing additional content. This practice is largely ignored by search engines.

### Re-Directed Links

A link that is first re-directed to another page within your partner site before pointing to the client website is referred to as a *re-directed link*. It is important that client monitor these links, as search engines do not give weight to re-directed links. It is very unlikely that client would draw any benefit from a re-directed link.

### Dynamic Link Pages

client should also be aware of any link pages that are generated dynamically. These pages are not frequently indexed meaning that a link from such a page would not benefit client.

### Flash Link Pages

It is also important to identify pages that are generated through Macromedia Flash, as search engines cannot read flash pages or the links embedded within flash.

### Directory Depth

It is also important to evaluate the depth of the directory of the linking page. Avoid getting links from pages that are embedded in a very deep directory or pages that are more than two directories deep.

For example, [www.domain.com/dir1/dir2/dir3/linkpage.htm](http://www.domain.com/dir1/dir2/dir3/linkpage.htm) is not a good link page. It is important to remember that deep directories seldom earn high PageRank as they also slow in getting indexed, if at all!

### **Warning: Avoid Frame Sites**

SearchForecast believe it is important to avoid receiving links from framed sites as search engines cannot read texts within frames. A link placed on a website with frames would not provide client website any benefit, as search engines would not be able to recognize such a link.

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