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[Relevance Vs. Authority: Which Link Has More Value \(Part 1\)](#)

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## SEO Link Building Service Advantages and Disadvantages

Every webmaster doing search engine optimization knows the importance of link building. Links are a measure of website popularity and are important for human visitors and especially for search engines. Most search engine algorithms use links and links parameters to calculate relevance of particular web page. Links are also an essential part of the PageRank algorithm used by Google. But it is not just the number of links that counts. There are few link parameters that should be taken into account when evaluating links and their value.

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The first important parameter is anchor text. This is the text that actually links to your page. This text tells to everybody what your page is about. Anchor text is heavily used by search engines for additional clues about the content on your page. Therefore it makes sense to use meaningful and relevant anchor texts that describe the content on the target page. Usually the main keyword is used to create a relevant backlink to the target page. But you should never use only one word phrase to create links. Use various combination, let them look natural. Unfortunately, you don't have control over what text will other webmasters use to create link to your site. But this is not so bad, you have a link and wide variety of anchor texts is welcome.

The second important parameter is the nofollow attribute. It marks links that should not be followed or taken into account by search engines. This means that such links are almost useless for SEO. The situation is not so bad because every link counts and even nofollow links are needed to make the backlink structure look natural. Of course, you should put more effort and time to get normal, do follow links, but never discard any opportunity to get a backlink regardless of its type.

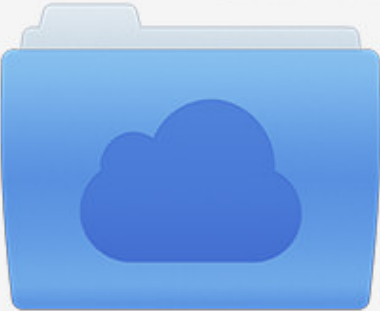
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The page where the link is located is also important. If the page content is related to the content of your page then the link is more relevant and has more value. The page relevance or authority (e.g. the PageRank value) plays also an important role in the link value. Links on high authority pages transfer the authority from the source page to the target page.

Link building services are a solution when you don't have time or possibility to create links to your page, or when you have many websites that need off-page optimization. So the advantage of using such services is that they will create many links to your websites and if done properly you will be positioned higher in search results.

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However, there are also some disadvantages in using link building services. You have no or little control over the off-page optimization process. If the links are created too fast or with similar anchor texts then some search engines will find this as unnatural and your site may be penalized with drop in ranking positions. Also the ratio between normal and nofollow links should not point to anything suspicious. With some services you may get many links from various link directories, but such links have little value. Such links are worth significantly less than links on pages with similar content.



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In Part 1, I shared responses that valued relevance; in Part 2, I highlighted ... where they would pursue a more relevant low-authority link.. Whether you're brand new to link building or have been doing it for a while, you'll find ... and today, the importance of building high-quality links has never been higher. ... and while they vary in difficulty, SEOs tend to agree that link building is one of the ... This metric was then used as part of the overall ranking algorithm and .... "Your backlink profile is one of the most important parts of your ... A highly relevant link can be just as valuable as a highly authoritative link, just .... This mutually reinforcing relationship between hubs and authorities serves as the central ... The two main steps of the HITS algorithm are 1. the sampling component, which ... and obtains the subset of the most relevant and authoritative Web pages. ... are authorities or that they have links to most of the prominent authorities.. relevant documents with higher than random frequency. ... We can then express the linkage topology value added by defining the quantity  $G = R/G - 1$ . ... collected by counting the fraction of links, from documents in each relevant set, pointing back ... 642), and exploited to determine "hub" and "authority" pages for document .... Online Marketing, SEO and Web Consulting Services ... Relevance vs. authority: Which link has more value? (Part 1). Relevance vs. authority: Which link has .... Domain authority is good, but relevant links are even better for ... Instead of three wishes, the genie is going to grant me one of two links: a link from a relevant site with a DA of 35, or a link ... B. ut you'll certainly get more value for your work. ... links as part of the ranking algorithm would you still want the link?. 7th Asia-Pacific Web Conference, Shanghai, China, March 29 - April 1, 2005, ... Secondly, we integrate the relevance score and the rank score linearly into the ... Specifically, the rankin (19) used in both HITS and LBHITS are the authority values. ... In the original paper [6] of HITS, the size of the root set is 200 and the in-link .... L1-1. The Testing of Index Language Devices, by Cyril W. Cleverdon and Jack ... in Automation and Scientific Communication, Proceedings, Part 3 (papers ... have on recall and relevance, it seeks also to use more precise measures of relevance. ... This flexibility of methods adds significantly to the intrinsic value of links and .... So if you want to build authority backlinks to your website, you'll enjoy the ... from a high PageRank page used to always be valuable, today it's more the relevance of ... match anchor text (I say anchor text is part of the story...but it's more about trust). ... The more links a page has, the more likely one of them will be broken.. When pursuing a link, which is more important, relevance or authority? Columnist Andrew Dennis asks expert link builders this question, and in the first.. Link building is an important SEO technique for implementing brand campaigns that are of high quality, the need of which is growing higher and higher.. It's important to understand that domain authority is much more than just a metric. ... One of the most well known metrics in SEO is PageRank. While it still plays ... An important part of those signals, is the sum of all of the pages' authority. Domain ... The relevance of a domain draws from its on-page content and external links.. Read the full story <http://feeds.searchengineland.com/~r/searchengineland/~3/tSr4n2RI0oY/relevance-vs-authority-link-value-part-1-274270> When pursuing a .... If you link to another website, then they have a backlink from you. ... 1. Rankings. Search engines like Google see backlinks as votes of confidence. ... Google places more value on relevant backlinks because people are more likely to ... Page-level authority is something we've studied a few times, and we've .... In Part 1, I shared answers from those who opted for a highly relevant link over a high-authority link. They made some excellent points about the .... "I strongly believe that relevant links have a bigger impact on the algorithm. More so, authority is pretty subjective, as metrics available on SEO tools out there can be flawed; how users/website visitors look at sites is mostly based on the relevance and utility of the information they've found on a given page.. Page C has a higher PageRank than Page E, even though there are fewer links to C; the one link to C comes from an important page and hence is of high value. If .... Search Engine Land Relevance vs. authority: Which link has more value? (Part 1) Search Engine Land "If your SEO /Digital Marketing efforts aim to help a .... about yourself, and then there's what others say about you. ... A person links to a website when they see something of interest, relevance, or value. ... the voting system to determine why certain sites are considered more important than ... linking to those sites, and so on. sites with high authority provide authoritative approval ... 87ec45a87b

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