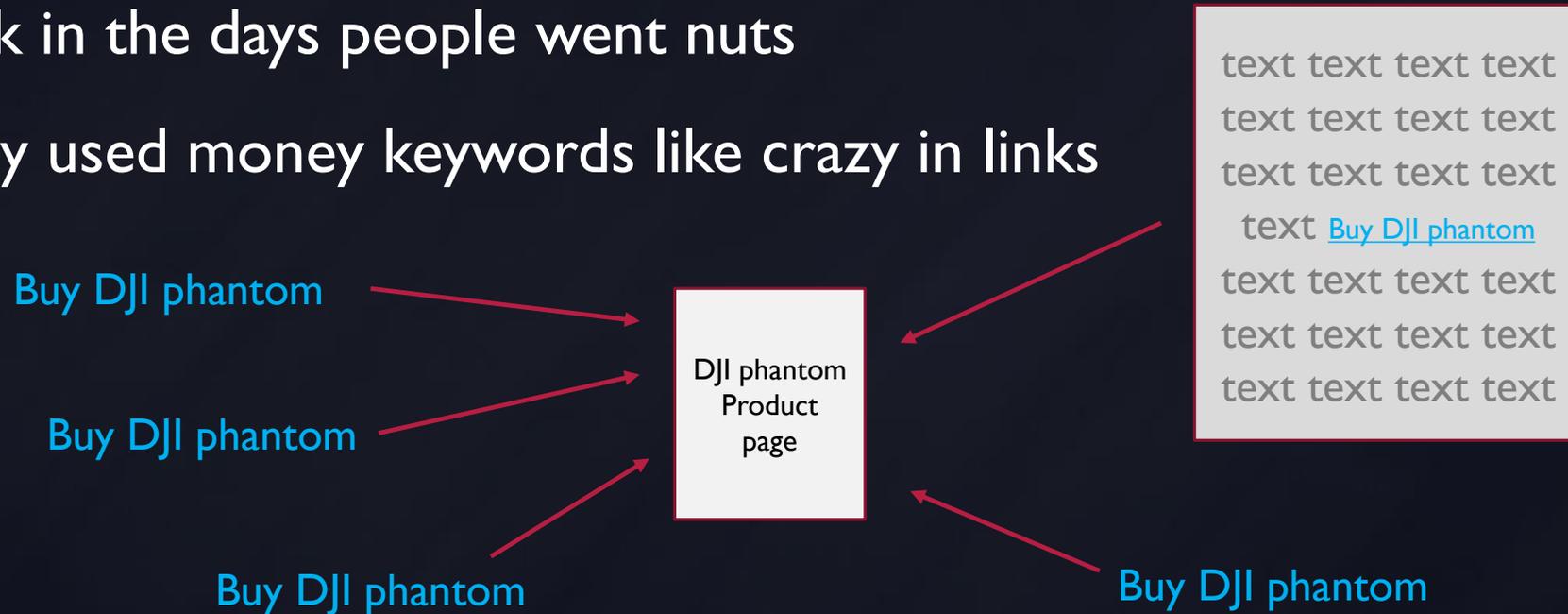


ANCHOR RATIOS

STAYING SAFE OF ANCHOR OVER-OPTIMIZATION

Anchor Ratio Explained

- Back in the days people went nuts
- They used money keywords like crazy in links

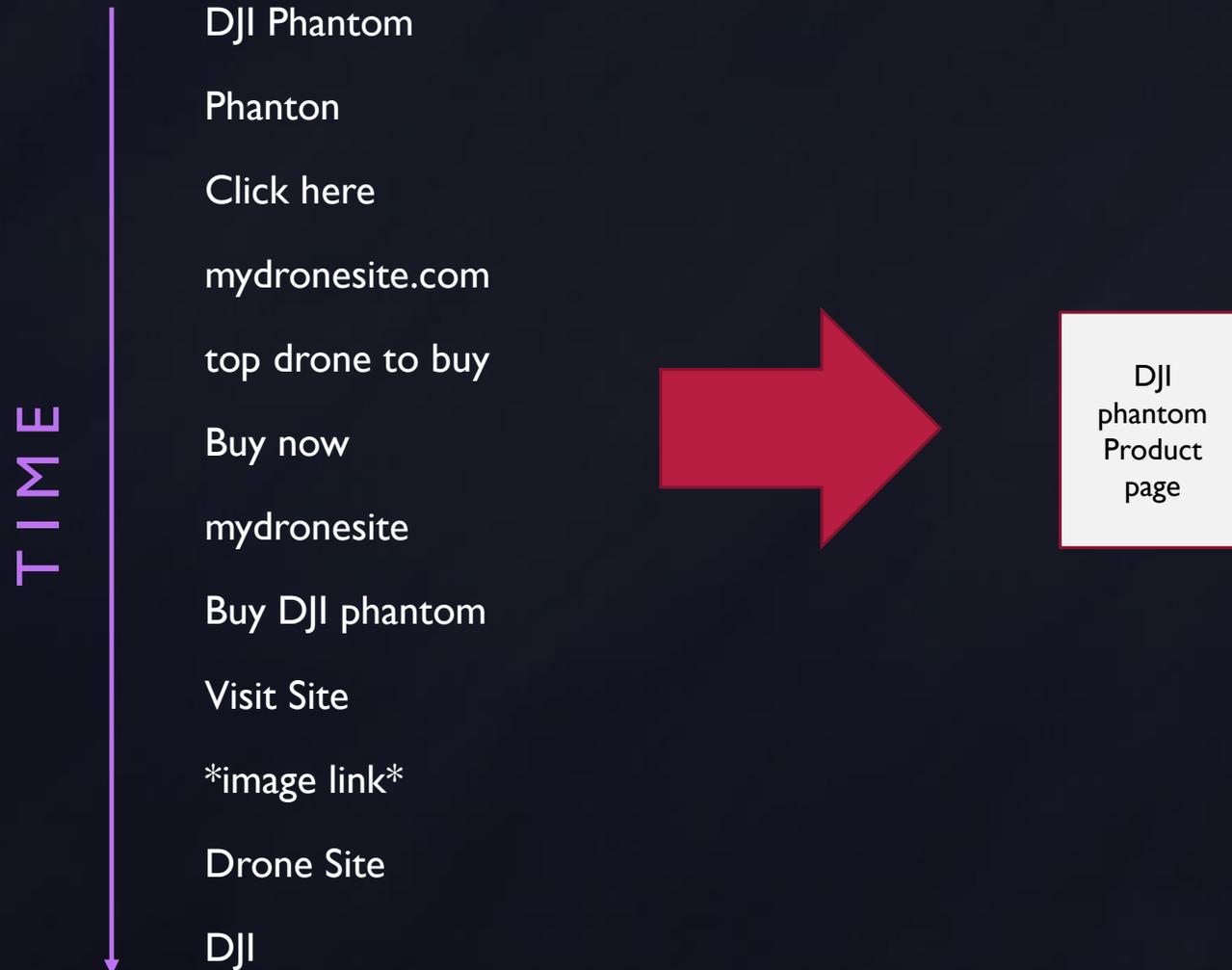


- This was an obvious footprint but was OK. Google did not catch it
- Way too much Spam Backlinks Result. Penguin Algorithm Released!

Penguin Catches Link Spam

- Too many money keywords = Artificial Links
- Google's way to catch SEOs trying to rank sites
- Penalized Sites with Unnatural backlink profile
- Sites got de-indexed
- Hundreds of thousands of people lost sites and livelihoods
- Amazons and bigger sites started dominating SERPs
- SEOs started to fight back and figure out what to do

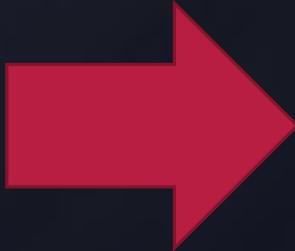
Natural Looking Anchor Ratios



Natural Backlink Types and Locations

TIME

DJI Phantom	Guest Post
Phantom	Blog Comment
Click here	Blog Comment
mydronesite.com	quora.com
top drone to buy	Sponsored Link
Buy now	Forum Post Link
mydronesite	Press Release Site
Buy DJI phantom	PBN Link
Visit Site	Press Release
image link	Guest Post
Drone Site	Forum Profile Link
DJI	Blog Comment



DJI
phantom
Product
page

Other Backlink Profile Factors

- Link Velocity
- Pages Being Linked To
- Type of Links (need variety)
- NoFollow vs DoFollow Ratio
- Quality of Links, Quality of Sites with Backlinks
- Relevance of Content to Backlink
- Link Drops / Lost Links

...the AI will compare to top sites