LINK PROSPECT POWER AUDIT

MOVE ON. DO NOT PURSUE THE PROSPECT OR DO SO CAUTIOUSLY.

NO

DOES THE SITE OFFER VALUE?

YES

DOES THE SITE HAVE TRUSTWORTHY OUTBOUND LINKS?

NO

WATCH FOR SITES THAT:

* Were built just to sell ads.
* Are "thin" affiliates.
* Accept paid links.
* Have malware/warnings.
* Are doorway pages.
* Do not offer relevant, unique content.

YES

WATCH FOR LINKS THAT:

* Don't appear related to the content of the site.
* Link to spammy sites.
* Are hidden in code.
* Appear to be paid & not disclosed.

NO

DOES THE SITE LOOK "HEALTHY"?

YES

VERIFY THE SITE IS:

* Indexed in Google.
* Has PageRank.
* Has inbound links.*
* Linked to/from related, content-relevant sources.

*Review with OpenSiteExplorer.org or MajesticSEO.com

NO

DOES THE SITE GET TRAFFIC?*

*Use Google AdPlanner/Compete

YES

GO AFTER THE LINK.