



Search Engine Optimization (SEO) Conclusion

Materials collected by [Gennady Kurushin](#)

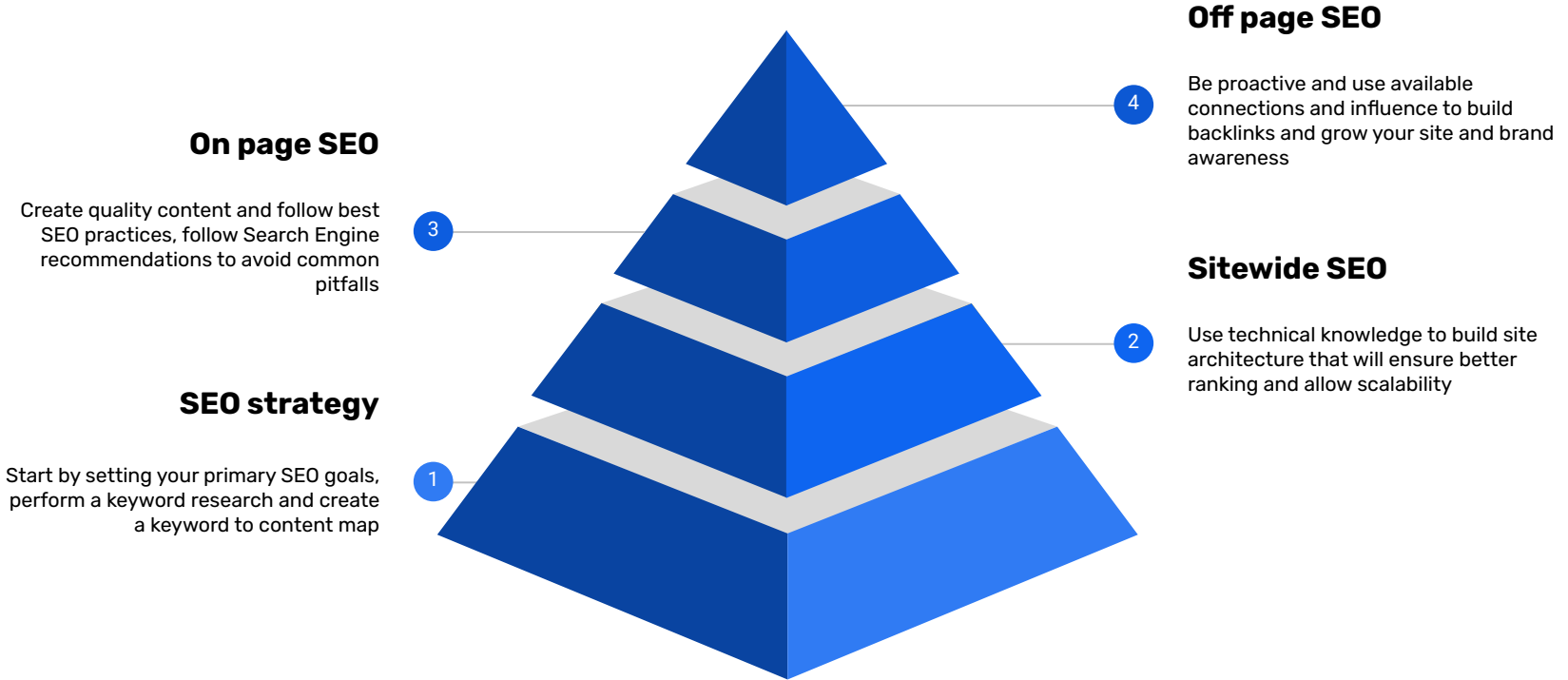
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Demo

SEO success pyramid





Sitewide SEO

Crawlable link structure

1. In order to index search engines need to see both content and links that connect sites and pages.
2. A crawlable link structure – one that lets the crawlers browse the pathways of a website is crucial!
3. Hundreds of thousands of sites make a mistake of structuring their navigation in ways that search engines cannot access all the important pages.
4. Great content, good keyword targeting, and smart marketing won't make any difference if the crawlers can't reach your pages in the first place.

URLs

1. Search engines display URLs on the SERPs, so URL naming and format can impact click-through rates.
2. Searchers use them to make decisions about which web pages to click on, also URLs are used by search engines in evaluating and ranking pages.
3. Search engines require unique URLs for each page on your website.
4. Searchers are less likely to click on URLs that confuse them.

Tips

Bad practice

`https://site.com/
asdf/453?=recipe-23432-1123`

Good practice

`https://site.com/desserts/
chocolate-pie`

URL length

1. Studies indicate that searchers often prefer shorter URLs.
2. Too-long URLs will also be cut off with an ellipsis.
3. Minimizing length, both by including fewer words in your page names and removing unnecessary subfolders, makes your URLs more clickable and easier to copy and paste.
4. However don't cut down on URL length if it means sacrificing the URL's descriptiveness.

Alma Media: Aamulehden päätoimittajaehdokkaalla väärä käsitys ...
<https://www.kauppalehti.fi/uutiset/alma-media.../rkXuwXhX> ▾ Translate this page
Jul 20, 2018 - Aamulehden päätoimittajan valinnasta annettiin Suomen Kuvalehden artikkelissa virheellinen kuva, toteaa mediakonserni Alma Media ...

Yle Uutiset 20.30 | TV | Areena | yle.fi
<https://areena.yle.fi/1-3233955> ▾ Translate this page
Yle Uutiset Koko väestön ja erityisesti nuorten maanpuolustustahto on laskenut. Hallitus vie eduskuntaan lakiehdotuksen, joka ei estä kaikkien ...

Tips

Bad practice

[example.com/services/plumbing/
plumbing-repair/toilets/leaks/](http://example.com/services/plumbing/plumbing-repair/toilets/leaks/)

Good practice

example.com/plumbing-repair/toilets/

Keywords in URL

If your page is targeting a specific term or phrase, make sure to include it in the URL.

Don't stuff URL with numerous keywords and watch out for repeat keywords in different subfolders - it might appear keyword-stuffed.

example.com/seattle-dentist/dental-services/dental-crowns/

Just read your URL through the eyes of a searcher and ask: “Does this look natural? Would I click on this?”

Static URLs

1. The best URLs can easily be read by humans, so avoid the overuse of parameters, numbers, and symbols.
2. Use technologies like `mod_rewrite` (Apache), `ISAPI_rewrite` (Microsoft) or native CMSs permalinks settings.
3. Try using hyphens for word separation! Some web technologies inaccurately interpret underscores (`_`), plus signs (`+`), or spaces (`%20`).
4. Search engines also do not understand how to separate words in URLs when they run together without a separator.

Tips

Bad practice

<http://site.com/blog?id=123>

<https://site.com/bestcafesinhelsinki>

[https://site.com/
best%20cafes%20in%20helsinki](https://site.com/best%20cafes%20in%20helsinki)

Good practice

<https://site.com/>

[best-cafes-in-helsinki](https://site.com/best-cafes-in-helsinki)

Sitemap

1. A sitemap is a list of URLs on your site that crawlers can use to discover and index your content.
2. One of the easiest ways to ensure Google is finding your highest priority pages is to create a file that meets [Google's standards](#) and submit it through Google Search Console.
3. While submitting a sitemap doesn't replace the need for good site navigation, it can help crawlers follow a path to all of your important pages.
4. Make sure to create and submit it if you haven't already!

Sitemap

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap contains 959 URLs.

URL

<http://allegralaboratory.net/current-publications-on-islam-looking-for-reviewers-anthroislam/>

<http://allegralaboratory.net/help-allegra-get-even-better-2/>

<http://allegralaboratory.net/allies-reading-week-anthroislam/>

<http://allegralaboratory.net/recent-publications-on-food-reviewers-wanted/>

<http://allegralaboratory.net/introducing-allegras-new-reviews-assistant-sophie-allies-curtis/>

<http://allegralaboratory.net/waiting-for-tallinn-a-conversation-with-noel-salazar-on-the-easa-2014/>

<http://allegralaboratory.net/collaboration-intimacy-revolution-easa-2014-conference/>

<http://allegralaboratory.net/bibliography-on-human-rights-law-etc/>

<http://allegralaboratory.net/introducing-allegra-by-savage-minds/>

<http://allegralaboratory.net/the-arab-spring-the-imaginary-borders-of-a-revolution-by-simone-maddanu/>

<http://allegralaboratory.net/allegra-the-newsletter/>

<http://allegralaboratory.net/lets-take-it-slow/>

<http://allegralaboratory.net/allegra-calling/>

<http://allegralaboratory.net/eurias-call-for-applications-20142015/>

1. You can use an external services to generate a sitemap for you and then manually submit it to search engine.
2. CMSs might have an integrated sitemap generator or a third-party plugin (e.g. YOAST for WordPress) that will generate a sitemap, that will be updated automatically.

This XML file does not appear to have any style information associated with it.

```
▼<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap19.xml.gz</loc>
    <lastmod>2018-12-06T09:45:29+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap32.xml.gz</loc>
    <lastmod>2018-12-06T09:52:36+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap26.xml.gz</loc>
    <lastmod>2018-12-06T09:50:00+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap11.xml.gz</loc>
    <lastmod>2018-12-06T09:33:52+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap21.xml.gz</loc>
    <lastmod>2018-12-06T09:47:40+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
    <loc>https://www.hs.fi/sitemap/fe/hs/sitemap44.xml.gz</loc>
    <lastmod>2018-12-06T10:00:48+02:00</lastmod>
  </sitemap>
  ▼<sitemap>
```

Can search engine crawl your site

1. Is your content hidden behind login forms?
 2. Are you relying on search forms?
 3. Is text hidden within non-text content?
 4. Can search engines follow your site navigation?
1. Forms will prevent pages hidden pages from indexing.
 2. Robots cannot use search forms.
 3. Non-text media should not be used to display text that you wish to be indexed.
 4. Not HTML or requires action - there is a risk of robots not being able to follow it.

Tips

Bad practice

Subdomain

blog.yoursite.com

Good practice

Subfolder

yoursite.com/blog

404 page

Page for when a visitor clicks on a dead link or mistypes a URL

Site should have a useful 404 (page not found).

Good 404 pages allow users to click back into your site so they don't bounce off just because they tried to access a nonexistent link.

404 pages could also provide additional or recommended content.

Valitettavasti etsimääsi sivua ei löytynyt

- Tarkasta, että kirjoitit osoitteen oikein. Kiinnitä huomiota isoihin ja pieniin kirjaimiin.
- Tarkasta myös, että käytät osoitteessa kauttaviviivoja /, etkä kenoviivoja \.
- Osoitteessa ei myöskään voi käyttää välilyöntejä.
- Etsimäsi sivu on myös saatettu poistaa, siirtää tai nimetä uudelleen.

Jatka matkaasi yle.fi-etusivulle

Tyvärn kunde sidan du sökte inte hittas

- Kontrollera att adressen du skrev är rätt. Kontrollera att du inte använt t.ex. stora bokstäver i misstag.
- Kontrollera också att du använt rätt snedstreck, dvs / och inte \.

Det får heller inte finnas mellanslag i adressen.



PAGE NOT FOUND

The page you were looking for could not be found. You might want to [try the search function](#).

Updated: 3.10.2018

CAMPUSES

University operates on four campuses in Helsinki and at nine other locations.

All units



City centre campus

Faculty of Arts



Faculty of Educational Sciences



Faculty of Law



Faculty of Theology



Faculty of Social Sciences



Swedish School of Social Science



Kumpula Campus

Faculty of Science



Meilahti Campus

Faculty of Medicine



Viikki Campus

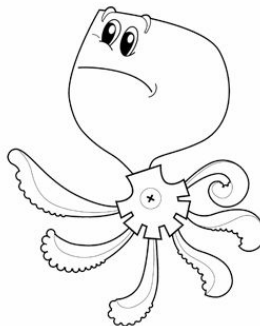
Faculty of Biological and Environmental Sciences



Faculty of Agriculture and Forestry



Faculty of Veterinary Medicine



Sivua tai dokumenttia ei löydy

Sivu tai dokumentti, jota hait, on mahdollisesti poistettu, sen nimi on muuttunut tai se ei tilapäisesti ole saatavilla.

Kokeile seuraavia:

- Mikäli kirjoitit linkit selaimen osoitekenttään tarkista, että se on kirjoitettu oikein.
- Kokeile etsiä haluamaasi sivua [Hakemaasi sivua ei löydy!](#)



Up



Voi ei! Hakemaasi sivua ei löydy!

Ikävä kyllä etsimäsi sivu on poistunut verkkopalvelusta. Voit kuitenkin jatkaa edelleen joko selaamalla kategorioita ylhäällä näkyvästä valikosta, siirtymällä **etusivulle** tai tekemällä tuotehakuja hakupalkin avulla.

Asiakaspalvelumme sekä chat auttavat teitä myös mielellään ostosten tekoon liittyvien kysymysten kanssa!



HTTP vs. HTTPS

Protocol preceding your domain name (the “s” stands for “secure”)

Obtain an SSL (Secure Sockets Layer) certificate and implement it!

SSL ensure that any data passed between the web server and browser of the searcher remains private.

Google Chrome displays “not secure” for all HTTP sites.

Your connection to this site is not secure

You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers. [Learn more](#)



Flash

Block (default)



Cookies (5 in use)



Site settings

Suomi | Svenska

Index | Page map

Search employment and >>

Not Secure | https://www.kitdesign.com/

Browser might even entirely block access to your website and display a warning page instead!



Your connection is not private

Attackers might be trying to steal your information from www.kitdesign.com/ (for example, passwords, messages or credit cards). [Learn more](#)
NET::ERR_CERT_COMMON_NAME_INVALID

Automatically send some [system information and page content](#) to Google to help detect dangerous apps and sites. [Privacy Policy](#)

ADVANCED

[Back to safety](#)

>> Work in Finland

>> Vacancies (in Finnish)

>> Labour market training programmes (in Finnish)

>> More services for jobseekers

Employers and entrepreneurs

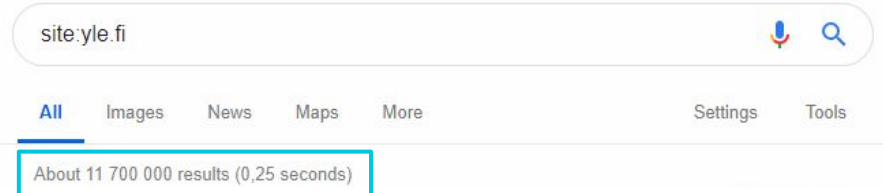
>> Report a vacancy

>> Services for new entrepreneurs

>> More services for employers and entrepreneurs

Is your site indexed?

Google using
"site:yourdomain.com"



This will return results Google has in its index for the site.

The number (see "[About __ results](#)" above) gives an idea of which pages are indexed and how they are showing up in search results.

For more accurate results, monitor and use the Index Coverage report in [Google Search Console](#).

Internationalization

Internationalization is the process of optimizing your website so that search engines can easily identify which countries you want to target and which languages you use.

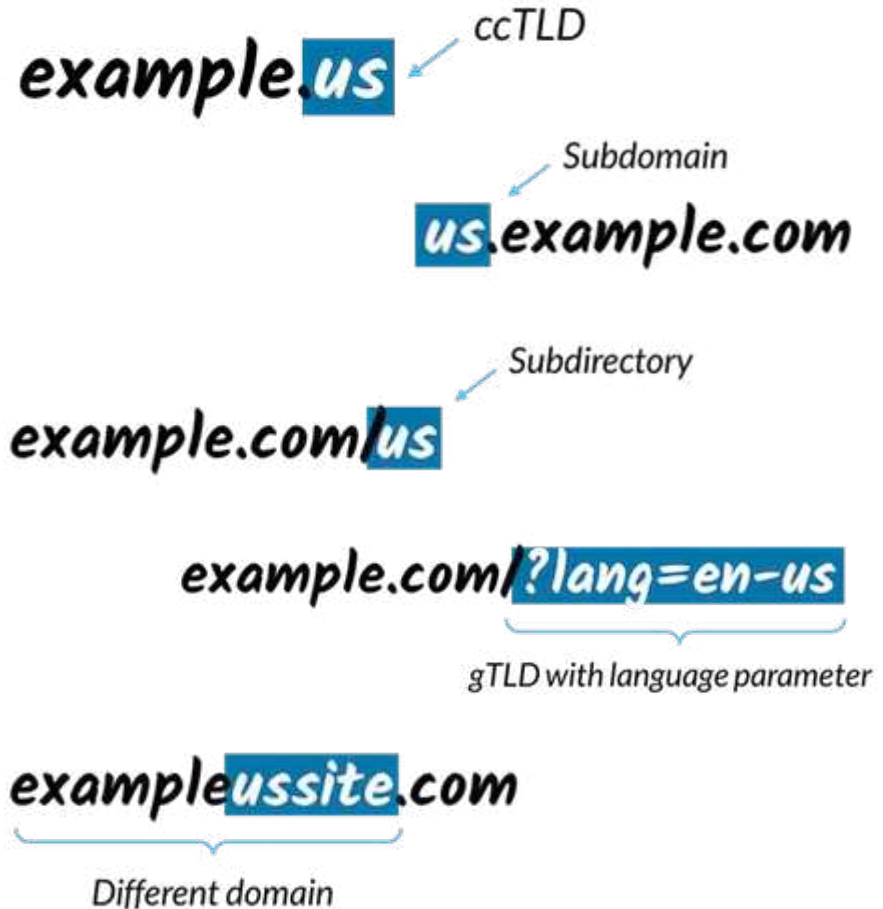
If you know that a good share of your website visitors come from a different countries or speak different languages it is recommended adjusting your site to create a better experience.

Start by specifying the target country/region with an international-friendly URL structure (country targeting).

Establish which language your pages are targeting with the use of language tags (language targeting).

URL structure

1. **ccTLDs:** two-letter codes indicating in which country/state/territory a website is registered.
2. **Subdomain:** internationalized content is placed on a separate "third-level domain" - may or may not pass/receive link equity from the root domain.
3. **Subdirectory:** internationalized content is placed in a specific subdirectory/subfolder of root domain.
4. **gTLD with language parameters:** a general top-level domain is targeted to speakers of a specific language by appending a URL parameter.
5. **Different domain:** Internationalized content is placed on an entirely different root domain than the non-internationalized site.



URL structure

1. Show search engines which languages you're set up to handle using hreflang or language meta tags – bits of code that indicate in which language(s) your content is available.
2. Make it easy to find content in other language or use switch.

```
<!DOCTYPE html>
<html lang="fi">
  <head>
    <meta charset="UTF-8">
    <meta name="description" content="yle.fi - oivalla jotain uutta. Uutisia, päivän puheenaiheita ja muut Ylen parhaat verkkosisällöt." />
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta name="google-site-verification" content="y4zRorMayuVdpTOEN1IAI9syO9dZE4rbV1k2vkb_Cms" />
    <meta name="apple-mobile-web-app-title" content="Yle.fi">
    <link rel="canonical" href="https://yle.fi" />
    <link rel="alternate" href="https://svenska.yle.fi" hreflang="sv" />
```

Swedish speaking readers have to scroll all the way down to the footer before they could (possibly) notice the button...

Yle yhtiönä Tietosuojalauseke Palaute Avoimet työpaikat Vastaavat toimittajat Yhteystiedot Svenska Yle



CTRL Search Engine Crawlers

1. **Robots.txt:** uploaded to root, tells crawlers what they should/shouldn't access
2. **Meta robots tags:** placed in the headers of pages, tells the engines if they should/shouldn't keep a page in the index, should/shouldn't follow the links on that page
3. **The nofollow tag:** not particularly useful
4. **Google Search Console:** extra options to restrict access or remove a search result
5. **URL status codes:** efficient when used correctly
6. **WordPress:** In Dashboard > Settings > Reading, check the "Search Engine Visibility" box!

Featured snippets

Certain search queries might trigger feature snippet: informational snippet, knowledge graph, instant answer, map pack, shopping, etc.

Featured snippets sometimes referred to as "zero rank" in SERPs.

Three most important snippets: paragraphs, lists, and tables.

There is no special code that you can add to your page to show up here, nor can you pay for this placement, but taking note of the query intent can help you better structure your content for featured snippets.

Many people would suggest using [Schema.org](https://schema.org), however, there is no clear correlation between snippets and structured markup.

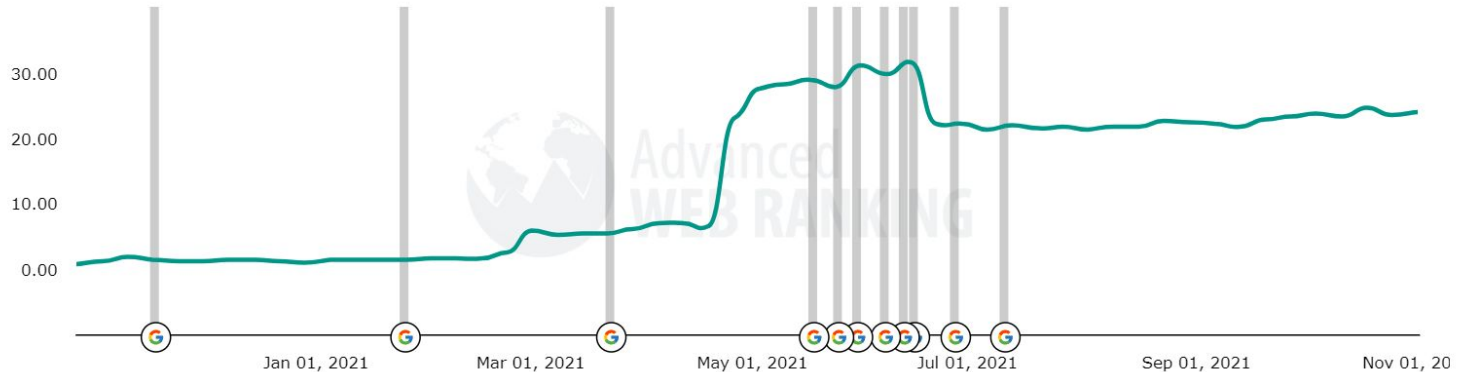
SERPs Features & Click Through Rate (CTR)

Examples: featured snippets (or answer boxes), People Also Ask boxes, image carousels, videos, etc.

People also ask 2.7k

FI 23.98% +23.27

There are 11 algorithm updates between Nov 11, 2020 & Nov 17, 2021



mikä on sosiologia

All Images News Videos Maps

About 327 000 results (0,43 seconds)

Sosiologia on yhteiskuntatiede, jonka tutkin vuorovaikutus, sosiaalinen toiminta yhteisöis rakenteen ja toiminnan tutkimus. Sosiologiaa

Sosiologia – Wikipedia
<https://fi.wikipedia.org/wiki/Sosiologia>

paras yliopisto

All Images Maps Videos News More

About 5 740 000 results (0,67 seconds)

Suomalaisyliopistojen sijoitukset

- Helsingin yliopisto 91.
- Aalto-yliopisto 133.
- Turun yliopisto 234.
- TTY 319.
- Jyväskylän yliopisto 338.
- Lappeenrannan teknillinen yliopisto 356.
- Itä-Suomen yliopisto 382.
- Oulun yliopisto 411.–420.

More items...

miten saada rahaa

All Images Videos Maps News More

About 17 700 000 results (0,45 seconds)

Kuusi tapaa ansaita rahaa nopeasti - ja helposti

1. Myy kaikki turhat, tai vääränkokoiset vaatteesi kirppur...
2. Tarjoudu vaihtimaan ystäväiesi ja naapureidesi lemmikk...
3. Opeta ihmisille maksua vastaan jotain, missä sinä olet...
4. Hanki sivutyö ...
5. Ryhdy tuotetestaajaksi. ...
6. Ryhdy freelanceriksi.

Feb 6, 2013

Kuusi tapaa ansaita rahaa nopeasti - ja helposti - Ilm...
<https://www.voice.fi/ilmiot/a-54064>

makaronilaatikko resepti

All Images Videos Maps News More Settings Tools

About 138 000 results (0,40 seconds)

Valmistusohje

1. Keitä makaronit pakkauksen ohjeen mukaan. Voit jättää makaronit myös keittämättä ja pääset näin helpommalla ...
2. Kaada kerroksittain makaroneja ja jauhelihaa voideltuun vuokaan. Sekoita kananmunat ja maito (tai lihalieimi) ja kaada vuokaan.
3. Kypsennä 200-asteisen uunin alatasolla 1 tunti.

Paras makaronilaatikko | Mylyn Paras
<https://www.mylynparas.fi/reseptit/liha-makaronilaatikko>



kuka on presidentti

All Images Maps News Videos More Settings

About 3 000 000 results (0,47 seconds)

Tip: Search for English results only. You can specify your search language in Preferences

Finland / President

Sauli Niinistö

People also search for

Jenni Hauko
 Juha Sipilä
 Tarja Halonen
 Timo Soini
 Jussi Halla-aho
 Ville Niinistö
 Urho Kekkonen

More about Sauli Niinistö

elokuvat 2018

All Images Videos Maps News More Settings Tools

Movies

Bohemian Rhapsody Music

Creed II Adventure

Fantastic Beasts: The ... Family

Oma maa Drama

Robin Hood Action


Happier Times, Grump Comedy

The Grinch Comedy

paras pizza Helsinki

All Images Maps News Videos More Settings Tools

About 2 060 000 results (0,55 seconds)



Rating - Hours - Your past visits - Sort by -

Independence Day might affect these hours

Linko PizzaBar
 4.3 ★★★★★ (404) - €€ Pizza
 4.1 km - Helsinki
 "Stadin paras pizzeria. Scampi on timanttinen. Pitsaisi löytyy ..."

Putte's Bar and Pizza
 4.2 ★★★★★ (821) - €€€ Pizza
 5.0 km - Helsinki
 "ei viihtyydeltään ollut paras mahdollinen, mutta palvelu oli ..."

Featured snippets

Identify queries in KW research that, implicitly or explicitly, ask a question.

Seek out queries that already use the answer box. If the competition's doing a poor job, these are often easy to grab.

Ranking #1 can help, but isn't required! Google will pull from any first page result.

Format and language are essential! Match the paragraph, or table, and use the logical answer to the query terms in your title/caption/label/section header.

Entice the clicks by using Google's [maximum snippet length](#) to your advantage.

Rank drop

Check errors: errors on your site that may have inhibited or prevented crawling. Start with Google's Search Console.

Analyse changes: changes to your site or pages that may have changed the way search engines view your content (e.g. on-page changes, internal link structure changes, content moves, etc.).

Analyse similarity: check for sites that share similar backlink profiles, and see if they've also lost rankings. When the engines update algorithms, ranking can change for many sites.

Search for duplicate content: modern websites are rife with duplicate content problems, especially when they scale to large size.

Confirm that your site has been penalized vs. simply lost rankings to competitors

*Is your site still indexed?
(site:url.com)*

YES

*Does your site still rank
for its Domain Name
(or other unique branded terms)?*

YES

*When you search for 5-6 relatively
unique terms in the title tag of your
pages, does your site still rank in
the top 10-20 results?*

YES

*You don't have a penalty, you've
probably just lost some rankings.
Get more high quality, non-
manipulative links and review
your on-page SEO efforts.*

NO -or- **JUST THE HOMEPAGE**

The site is most likely banned. Verify with Webmaster Central to double check, then consider filing a re-inclusion request once you've removed your spam.

NO

You're probably suffering from a penalty for manipulative linking activity or on-site spam (cloaking, KW stuffing, etc.) First, remove all potentially bad outbound links, drop any paid link campaigns (that Google might have discovered) and get rid of your on-page issues. Then, go into Webmaster Central, verify and submit a re-inclusion request, owning up to your spam and promising nicely not to do it again.

NO

You've most likely had many of your links wiped of their value. Google's spam team IDs and eliminates the link love passing ability of many sites and networks every day, so you're not alone. Go to Webmaster Central, verify, submit a re-inclusion request saying you're sorry, ID'ing your bad links and asking forgiveness. Then, go get lots of great, high quality, natural links to help you rank again.



Off Page SEO

Inbound links

Links have historically played a big role in SEO.

Earlier search engines needed help figuring out which URLs were more trustworthy, calculating the number of links pointing to any given site helped them do this.

Backlinks or "inbound links" are links from other websites that point to your website.

Backlinks work very similarly to real life WOM (Word-Of-Mouth) referrals.

Authority of referrals

1. Referrals from others
 2. Referrals from yourself
 3. Referrals from irrelevant or low-quality sources
 4. No referrals
1. = good sign of authority
 2. = biased, so not a good sign of authority
 3. = not a good sign of authority and could even get you flagged for spam
 4. = unclear authority

Link signals

- **Global popularity:** more popular and important a site is, the more links from that site matter.
- **Local/Topic-specific popularity:** links from sites within a topic-specific community matter more than links from general or off-topic sites.
- **Anchor text:** if dozens of links point to a page with the right keywords, that page has a very good probability of ranking well for the targeted phrase in that anchor text.

Link signals

- **TrustRank:** earning links from highly-trusted domains (e.g. Universities, government websites and non-profit organizations) can result in a significant SEO boost.
- **Link neighborhood:** website that links to spam is likely spam itself - be selective when linking to other sites!
- **FreshRank:** link value tend to decay over time - it's important to continue earning additional links over time.
- **Social sharing:** search engines treat socially shared links differently than other types of links, they notice them nonetheless.

Link Value

Factors that matters...

Anchor text, PageRank, Relevance, Domain authority, Location on page, Internal versus external, Quality of the page's other links, Editorial integrity, User engagement, Follow versus no-follow, Source depth, Text versus image, Link age and page age, Topical authority of a source, JavaScript vs HTML, Spam signals, Speed of link acquisition, Author authority, First link to target in HTML, Prior links from this domain...

Basic rules of link building

Don'ts

1. Don't ask for specific anchor text
2. Don't buy or sell links that pass PageRank
3. Hidden links
4. Low-quality directory links
5. Site-wide links also look very spammy
6. Comment links with over-optimized anchor link text
7. Abusing guest posts
8. Automated tools
9. Link schemes, private link networks, and private blog networks
10. Link exchange

Dos

1. Determine the value of that link
2. Local listings
3. Unlinked brand mentions
4. Reclaiming broken links
5. Help a Reporter Out
6. Just be awesome, unique, sponsor trendy things
7. Ask/Outreach
8. Create original quality content

Link building strategies: Ask supporters

If you have partners you work with regularly, or loyal customers that love your brand, you can capitalize on this by sending out partnership badges—graphic icons that link back to your site.

Ask them to link back if they mention your organization or website on their pages or social media networks.

Google for "your site/brand name" using "site:partnerssite.com" to see if there are mentions without backlinks.

Use [Mention.com](https://www.mention.com) and other [specialised tools](#).

antroblogi site:yyle.fi



All Maps Images News Videos More Settings Tools

About 303 results (0,44 seconds)

Havaintoja ihmisestä Extra: "Minulla on työpaikka, jonka olen itse ...
<https://areena.yyle.fi/1-4598375> Translate this page

Lukijat: Annina Aho, Hannele Kurkela, Miika Lauriala ja Salla Matusiak
Kuvat: Tuuli Laukkanen

Yhteistyössä mukana:

[AntroBlogi.fi](https://antroblogi.fi), HelsinkiMissio, Kohdataan-hanke, Suomalainen tiedeakatemia, Suomen mielenterveysseura ja Väestöliitto

Not a link!

Backlink profile for <https://yyle.fi>

Domain with all its subdomains



Backlinks: 30,764,851
97% dofollow

Referring domains: 57,286
90% dofollow

Top 100 backlinks Top 5 anchors Top 5 pages One link per domain

Referring page	DR	UR	Domains	Traffic	Anchor and backlink
Latin - Wikipedia en.wikipedia.org/wiki/Latin WIKIS	96	84	0	0,00	http://www.yyle.fi/radio1/tiede/muntii_latin/ (In Latin). YLE Radio 1 www.yyle.fi/radio1/tiede/muntii_latin/ ↳ 301 www.yyle.fi/radio1/tiede/muntii_latin/ ↳ 301 areena.yyle.fi/1-1931339 ↳ 301 areena.yyle.fi/1-1931339
ARTE, the European culture TV channel, free and on demand www.arte.tv/en/ EN	89	84	7,525	94,530	http://yyle.fi/ yyle.fi ↳ 301 yyle.fi/
thisisFINLAND finland.fi/ EN WORDPRESS	79	80	2,588	12,981	by http://yyle.fi/uutiset/news/ yyle.fi/uutiset/news/ ↳ 301 yyle.fi/uutiset/news/



<img src="https://w

Link building strategies: Start a blog

This strategy is so valuable that it's one of the few recommended personally by the engineers at Google.

Blogs have the unique ability to contribute fresh material on a consistent basis.

Participate in conversations across the web, and earn listings/links from other blogs/blogrolls/directories.

Search for "Blogging for Beginners" or "How to Start a Blog" for basic tips or hire a copywriter.

Make it: informative and entertaining resource! Remember, that presentation matters as much as content.

Link building strategies: Produce newsworthy content

Create content that inspires viral sharing and natural linking: "linkbait."

Aspects of the content that embrace linking: usefulness, information dissemination, humor and emotional charge, being timely or being topical.

Earning the attention of the press, bloggers and news media is an effective, time-honored way to earn links.

Sometimes this is as simple as giving away something for free, releasing a great new product, or stating something controversial.



Demo

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