

Panda Update & Link Diversification

First human value raters observe thousands of websites. [Machine learning](#) Computers are then employed to emulate the human raters. A computer score that becomes satisfactory at predicting how humans scored is then applied to millions of websites.

Googles spider may be digital but it gets its bearing from live humans. Some rumors are floating around that Panda will not penalize entire site is not true. If a certain percentage of your pages fall below a certain quality level Google will punish the entire website. Correcting a number of these pages might be enough to recover your sites ranking.

Things To Avoid

- Pages that is void of helpful quality content.
 - Make sure unique content is located above the first fold of the page.
 - Pages that just have internal links to other pages and no original content. Try adding quality content to offending pages.
 - Not delivering a different topic on every page.
 - Creating many pages that are recycled using different versions of the same keywords or Auto generated content (spinning programs) that produce a high bounce rate. **Example:** Using find and replace in word.
 - A page full of adds
 - Too many affiliate links
 - Creating pages or sites that are built for search engines, not humans
 - Inbound links that are not diversified
-

12 Strategies To Diversifying Back Links

1. Article Directories

Create an article with your links within the resource box. Typically 2 links are allowed to be located in the resource box.

Top Places to Submit Articles

- www.Isnare.com Paid article submission
- www.EzineArticles.com
- www.ArticleBase.com
- www.GoArticles.com
- www.Bukisa.com
- www.SearchWarp.com
- Grab the RSS of each article directories for RSS submission.

2. Web 2.0 Sites

A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them.

Post your articles to these Web 2.0 sites below. The links can be placed within the article body.

Top Places to Submit Web 2.0 Sites

- www.Squidoo.com
- www.Hubpages.com
- www.Zimbio.com

Review Sites

www.yelp.com (RLLD Page) also create a business ID

www.killerstartups.com (RLLD Review Page)

www.merchantcircle.com (RLLD Listing)

<http://site-connect.net> RLLD Listing (gives a lot of back links)

<http://www.linkreferral.com/> (RLLD Review Page)

<https://www.top20sites.com/sites/add.aspx> (RLLD Listing)

<http://www.markosweb.com/> (RLLD Listing) can add 4 inner links

<http://webhost-a.com> (RLLD Review Page)

http://www.dexknows.com/business_profiles/rllid_commercial_lighting-1827624705

<http://www.b4usa.com/rllid-commercial-lighting/>

Grab the RSS of each article directories for RSS submission.

Examples:

ArticleBase listing for Commercial [Parking Lot Lighting](#) Pole Packages. Click on social media buttons at top of page.

[Yellow Pages Share](#) buttons are at top of page on right

Optimizing Your LinkedIn Account

Building a strong www.Linkedin.com presence requires a lot more than creating an account. Optimizing your presence is not very hard but will take a lot of your time to set up and have your employees participate and get involved.

1. Read detail LinkedIn [company pages](#) before creating profile and check out this [FAQ page](#)
2. Create a LinkedIn Business Page with company email address like sales@residential-landscape-lighting-design.com which will be confirmed and you must have a personal account already.
3. [Start here](#) when you're ready to create your business page.
4. Get your employees to create a personal LinkedIn profile.
5. Have employees associate their LinkedIn profiles with your LinkedIn Business Page.
6. Instruct employees to edit and optimize their profiles by doing the following:
 - Click Profile at the top of your home page.
 - Click Edit next to your current position.
 - Click Change Company and type the full company name.
 - Click the correct company name in the dropdown list.
 - Click Update.
7. Have employees Optimize their own LinkedIn account by selecting "Settings" (hover over your profile name in upper right hand of window. Click edit your public profile on next screen click "make my public profile visible to everyone.
8. Click options labeled "The Headline, Summaries With Specialties, Additional Information/websites insert back link to your site
9. When new content is posted support your employees to share it with a link to the content via LinkedIn. Post only on LinkedIn not to other sites like facebook and twitter. This content will be shared by all employee contacts as well.
10. As you link to new content the word will get out and the search engines will start to take notice. When posting new content make certain that the content is useful and helpful enough to be spread virally.-

3. Social Bookmarking Sites

Submit your URL of your money site, articles in the web2.0 and article directories to the social bookmarking sites. You can put the anchor link in the title to link back to your site.

Top Places to Submit Social Bookmark

- www.Digg.com
- www.Delicious.com
- www.StumbleUpon.com
- www.Mixx.com

www.OnlyWire.com semi automates the process. You just need to register all those sites and fill in your username and password.

4. RSS Feeds

Submit your Blog RSS, Web2.0 RSS and Article Directories RSS (i.e. YourBlog.com/feed) to RSS Aggregators. If you have a static html page, you can convert it to RSS format using www.feedage.com

Example: [Isnare Rss Feeds](#) for rld

Top Places To Submit RSS

- http://www.feedagg.com/add_feed.php must sign up. [RLLD Example RSS Feed](#)
- www.plazoo.com has its own rss reader
- www.icerocket.com

5. Press Release

Write a press release and submit to press release sites. You can leave your full URL or links with your anchor text within your press release.

Top Places To Submit Press Release

- www.information-online.com ([rld press release](#)) also toggles to rich text format
- <http://www.theopenpress.com>
- www.pressexposure.com
- <http://www.release-news.com/> they have a word like interface
- <http://prsync.com/submit-press-release>
-

Tips

Choose the press release that accept anchored link instead of only URL, to fully explode the power of press release. When your press release gets syndicated and so does your anchored link.

6. Whois & Stats Based Sites

You can submit your site to these stats based / Whois Sites to create a backlink.

Top Places To Submit Whois & Stat Based Sites

- www.quantcast.com
- www.thegetpr.net/addurl.html
- www.uptime.netcraft.com
- www.websiteshadow.com ([rld backlink](#))

With [Website Indexer Tool](#) will mass submit your link, creating a back link, to over 100 different authority sites that are well ranked and liked by search engines. The tool finishes each link by pinging them, alerting Google and other major search engines to their existence.

7. Social Network

Post your links (content such as articles, your blog, etc...) to social network sites.

- www.facebook.com (click [here](#) for in depth FB info <http://vimeo.com/19270818>)

Top Places To Submit To Social Network

- www.twitter.com
- www.pixelpipe.com
- www.ping.fm
- www.MySpace.com
- www.FriendFeed.com
- www.Linkedin.com

There are tons of sites like Facebook or twitter, just go to or www.ping.fm to register some or all those accounts to help you to submit to tons of sites that you register at one setting.

8. Forum Signature

Setup your signature in each of your forum you participate. When you make a post, your signature with your backlink will be displayed. Some forums do require you to have at least x number of post before you can add your links in your signature. So, do find out first before you do that.

Top Places To Submit To Forum

www.Big-Boards.com

Go to BigBoards.com and find the forum in your niche and start backlinking.

9. Forum Profile

In some of the forums, you can put your URL in your profile page and those profile pages are visible by public without login. Hence, a backlink is created from the profile page!

Top Places For Forum Profile

Using Google to search for High Page Rank forum. In Google, search the following string: Copy and paste below search strings into google search engine to find top forums with a high page rank.

- "powered by expressionengine" plus related keyword like "Commercial Lighting"
- inurl:/member/register/ "powered by expressionengine"
- "powered by MyBB"
- inurl: /member.php?action=register "powered by MyBB"
- "powered by phpfox"
- inurl: /signup/ "powered by phpfox"
- "powered by vbulletin"

Install SEO Quake Firefox Plugin - to easily identify the high page rank forum site.

10..EDU & >GOV Backlinks

Some.EDU &.Gov sites allow for people to comment or participate in the forum.

Top Places For.EDU &.GOV Sites

Using Google to search for.edu &.gov sites allow you to participate and comment. In Google, search the following string:

- site:.edu inurl:CreateUser.aspx
- site:.edu inurl:register.aspx
- site:.edu inurl:"wp-signup.php"
- site:.edu "powered by expressionengine"
- site:.edu "powered by vbulletin" inurl:"register.php"
- "leave a comment" site:.edu
- "reply to post" site:.edu

Do not spam the forum/ blog. Provide useful comments. Otherwise, it won't be surprise for you to get banned by the forum/blog owner...

11. Document Sharing Sites

Submit all pages to the following document sharing site allow you to upload your documents in .pdf, .doc, .ppt format etc... You can leave your link in the description field. (link should point to original page posted on website for that keyword)

Top Places Of Document Sharing Sites

#1 – **Scribd** – <http://www.scribd.com> – [Click here for RLLD Listing](#). Scribd.com is the world's largest social online document sharing, writing and publishing website with more than 60 million readers every month. If you are a webmaster or blog owner it is recommended as it could help to bring more visitors to your website and/or your blog.

#2 – **Doc SToc** – <http://www.docstoc.com> – Docstoc is an amazing online document sharing platform where we can publish our documents for free. But more interesting thing is that they have an application called DocsCash. Docscash is supported with Google AdSense and documents uploaded can generate cash for you.

presentations which are accessible from anywhere in the world and these presentations can be shared to the world. It is completely free.

Read more:

<http://www.listafterlist.com/tabid/57/listid/17132/The+Web/Top+29+Document+sharing+sites+for+back+links.aspx#ixzz1WpA05YJo>

Put live links in the document itself so that people who are viewing the document can click through the link while they are reading the document.

12. Power Point Sites

Covert your existing articles to PowerPoint slides and submit each one to the sites listed below and put link in the description field so that you gain a backlink.

Top Places to Submit Power Point Sites

SlideShare - <http://www.slideshare.com> – Slideshare is a tool for marketing your website. Here is what you do: you open an account and then submit your presentations or tutorials. I even recommend making a simple presentation from the main points of an article you've written. Then, submit the document with proper and relevant links.

SlideBoom – <http://www.slideboom.com> free account allows uploading up to 100 power point type presentations. You can share presentations, audio, video and animations.

SlideRocket – <http://www.sliderocket.com> Submit your slides free

280Slides – <http://280slides.com> –

- www.PowerShow.com
- www.AuthorStream.com










For you to receive full potential on articles that you submit to the above power point directory sites make sure you put the link (anchor text if possible) in description field pointing to the page on our site that corresponds to the power point slide.

Example: if you create a power point slide from a parking lot lighting article on www.rlldesign.com, when u submit the pp slide to one of the directories above you should link to the same article on rlldesign.com







This [parking lot lighting](#) instead of this <http://www.rlldesign.com/parking-lot-lighting-a-165.html> if possible

Top 40 Free Directory Sites

	Alexa	PageRank	URL	Comment	Rank	
DMOZ		2,004		Static	This free directory is a "must submit" and using thousands of volunteers to run it. The SEO and traffic rewards are incredible.	★★★★★
linkcentre		67,933		Static	Fast approval; Well designed and a good listing.	★★★★☆

jayde	42,285		Static	B2B search engine and Popular site. You have a chance of getting on a high PR page but the odds are not good as some categories have over 1000 sites listed. Try to find a category that is not too crowded. Submission link confirmation required.	★★★★☆
ldmstudio	49,728		Dynamic	Fast approval. Well categorized with a nice layout.	★★★★☆
searchsight	68,275		Static	search engine	★★★★☆
turnpike	62,216		Dynamic	A very plain looking website but it has relatively few listings on site. Dynamically created pages are indexed by MSN & Google.	★★★★☆
uudir	89,043		Static	Approval very fast, well organized and categorized. Submission link confirmation required. Offering free and paid submission.	★★★★☆
wikidweb	60,890		Static	Very fast; Well categorized and listed alphabetically. You have to do a little extra work to categorize your listing but you can have it listed the way you want(subject to editing); Can't include the words such as we you ours etc in the Description.	★★★★☆
2space	50,887		Dynamic	Fast approval. Clear site and Submission link confirmation required(confirmation period within 5 days). Offering free submission.	★★★★☆
777media	78,778		Static	Nice design with a good layout. Offering free, reciprocal and paid submission.	★★★★☆
aardvark	30,085		Static	South African search engine and web	★★★★☆

				directory. Offering free submission.	
businessseek	52,402		Static	slow;(Directory inclusion - 4 months.) but well designed; B2B information directory. Length of the "Description" must be between 149-255 characters. And could not use free email such as hotmail,yahoo etc. free submission Temporarily Disable.	★★★★☆
directory-free	97,365		Static	Very fast approval. Well organized.	★★★★☆
directorystorm	103,975		Static	Well categorized, Free to submit.	★★★★☆
dir-submission	76,773		Static	A clean site and well categorized. Fast approval.	★★★★☆
info-listings	66,299		Dynamic	1.very slow; 2.search engine;	★★★★☆
NewDesignWorld.com	121,626		Static	Fast approval. well design and categorized. Free and general directory	★★★★☆
pegasusdirectory	42,695		Static	Good catalogue, clean and easy to navigate. Fast approval. Offering free, reciprocal and paid listings.	★★★★☆
profitchoice	131,656		Dynamic	Sites listed in a big category, free to submit.	★★★☆☆
Directory Name	Alexa	PageRank	URL	Comment	Rank
search4i	0		Static	very fast. India dir. Reciprocal link recommended.	★★★★☆
surfsafely	160,957		Static	Average approval; Family friendly web directory open only to PICS rated sites.	★★★★☆
tsection	94,810		Static	Approval slow(Approved within 1 to 2 months. Submission link confirmation required.	★★★★☆
webworldindex	73,682		Static	Have a excellent submission system.	★★★★☆

				Submission link confirmation required.	
1stw	93,610		Static	Approval very fast, Well designed, clean and uncluttered. Submission link confirmation required. Free submission.	★★★★☆
abc-directory	471,899		Static	New, and offering free submission.	★★★★☆
add-page	130,934		Static	new and instantly; free	★★★★☆
a-free-directory	129,256		Static	1.average 2.well categorized .	★★★★☆
alistsites.	77,396		Static	new,well categorized; free and recip	★★★★☆
apexoo	85,730		Dynamic	1.very fast; 2.search engine; 3.A clean categorized , uncluttered.	★★★★☆
autumntree	173,233		Static	fast(2 weeks)	★★★★☆
bahiacar	113,146		Static	1.fast; 2.nice design and fast interface	★★★★☆
best-net-sites	82,451		Static	new, free + recip + paid(\$1.99 per month)	★★★★☆
blue.daffodil	146,383		Dynamic	Fast; Well categorized and a clean site; Info relevant to UK users	★★★★☆
Blueclaw	191,259		Static	Well designed. Registration required. Offering free and paid submissions.	★★★★☆
busybits	69,154		Static	a clean site(free + reciprocal + paid). The approval rate for free submissions is only 5%.	★★★★☆
directoryact	685,980		Dynamic	2 - 4 week site review; Only one category per top level domain is allowed ;Individual pages of a site or sub-domains are not accepted.	★★★★☆
directory-link	90,892		Static	1.average 2.listed according Rank.	★★★★☆
directoryvault	69,573		Static	Very fast,English language sites only. all reciprocal links will be listed as FEATURED	★★★★☆

LISTINGS for 6 months
for FREE.

[domain-link-exchange](#)

128,835



Static

Clear, offering both free
and paid submission.

