



HOW TO TELL IF A LINK IS GOOD OR WORTH PURSUING





GOOGLE DOES NOT TELL US



A 100% FOOL-PROOF METHOD DOES NOT EXIST



RELEVANCE OF THE SITE A LINK COMES FROM



AUTHORITY OF THE SITE A LINK COMES FROM



WHERE AND HOW HIGH ON THE PAGE IS THE LINK?



**IS THE PAGE ON THE OTHER SITE
CRAWLABLE AND A HIGH-LEVEL PAGE?**

