

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

NO

NO

NO

NO

## LINK PROSPECT POWER AUDIT

DOES THE  
SITE OFFER  
**VALUE?**

YES

DOES THE SITE  
HAVE TRUSTWORTHY  
OUTBOUND  
**LINKS?**

YES

DOES THE SITE  
LOOK  
**"HEALTHY"?**

YES

DOES THE  
SITE GET  
**TRAFFIC?\***

YES

### 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.

### 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.

### 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

**GO AFTER  
THE LINK.**

\*Use Google AdPlanner/Compete



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