

MASTERING LINK FLOW TO BOOST SEO RESULTS



AND HOW AI CAN HELP

How to optimize the link flow scores of your key search landing pages for maximum ranking power

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WHAT IS LINK FLOW AND WHY DOES IT MATTER TO MY SEO?

Call it link flow. Link juice. Page rank.

Whichever name you choose, knowing how to deploy this powerful SEO resource can multiply the impact of your existing SEO program.

Your site and each of its pages have quantifiable amounts of link flow. A page's link flow score is often the most powerful factor influencing how it ranks on the search engine results page (SERP).

For more than 10 years we've been modeling how search engines make ranking decisions, and showing SEO teams how to leverage that knowledge.

For the vast majority of those teams, mastering how to optimize their sites' link flow has been the biggest contributor to their SEO success.

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WHY IS LINK FLOW IMPORTANT?

Your page's link flow score is important because it signals that page's importance (or lack of it) to search engines. The link flow score takes the following considerations into account:

How important do other Internet sites think my page is?

How many other sites link to my site? And what is the size and quality of each of those sites?

How important am I telling search engines my page is?

How often and from where do I link to each page from other pages on my site?

How much importance am I transferring to other sites?

How often and from where do I link my page to other sites?

How much am I diluting my page's importance with algorithmic penalties? Does my page utilize tactics which block how efficiently it can use its link flow?

Your page's link flow score signals that page's importance (or lack of it) to search engines.



HOW DO I CALCULATE MY PAGE'S LINK FLOW?

The equation for link flow scoring any page of a site is:

$$(ILF_e + ILF_i - OLF_e - OLF_i) \times (1 - PF) = \text{Net Link Flow}$$

ILF_e = Incoming link flow from external sites

ILF_i = Incoming link flow from other pages on your site

OLF_e = Outgoing link flow to external sites

OLF_i = Outgoing link flow to other pages on your site

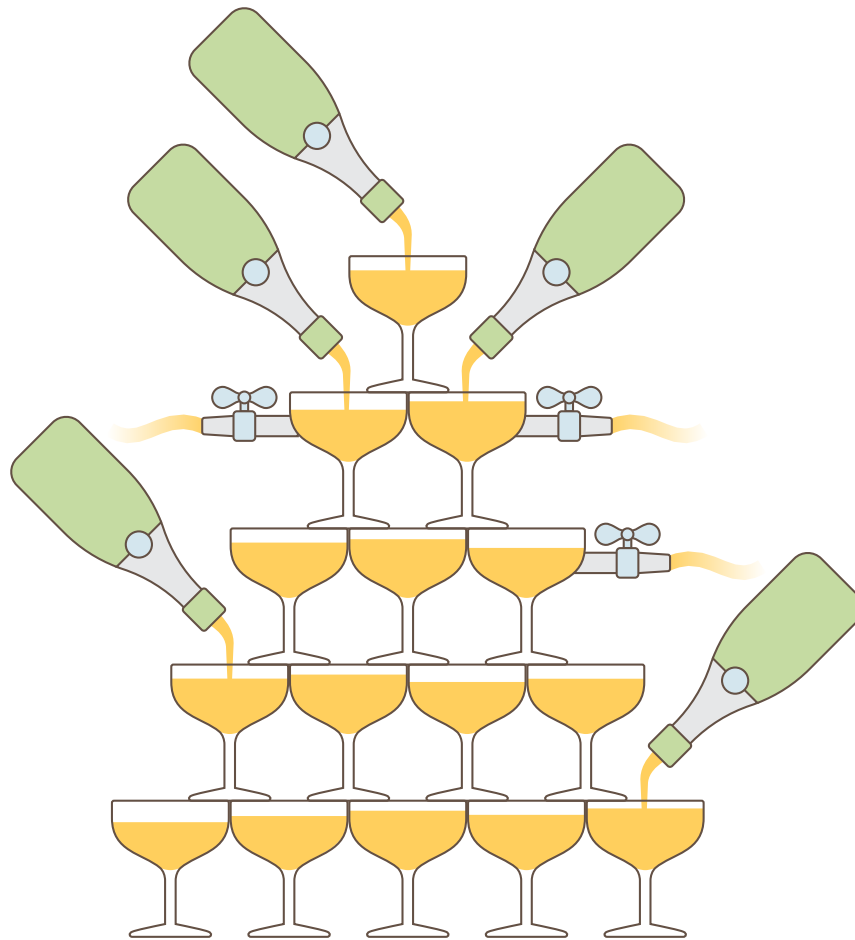
PF = the sum of the penalty factors applied to the page

NOTE: You have less control over incoming external links (ILF_e) than any other part of the equation. This guide focuses on the variables you *can* control to boost your scores.



HOW CAN I PICTURE LINK FLOW?

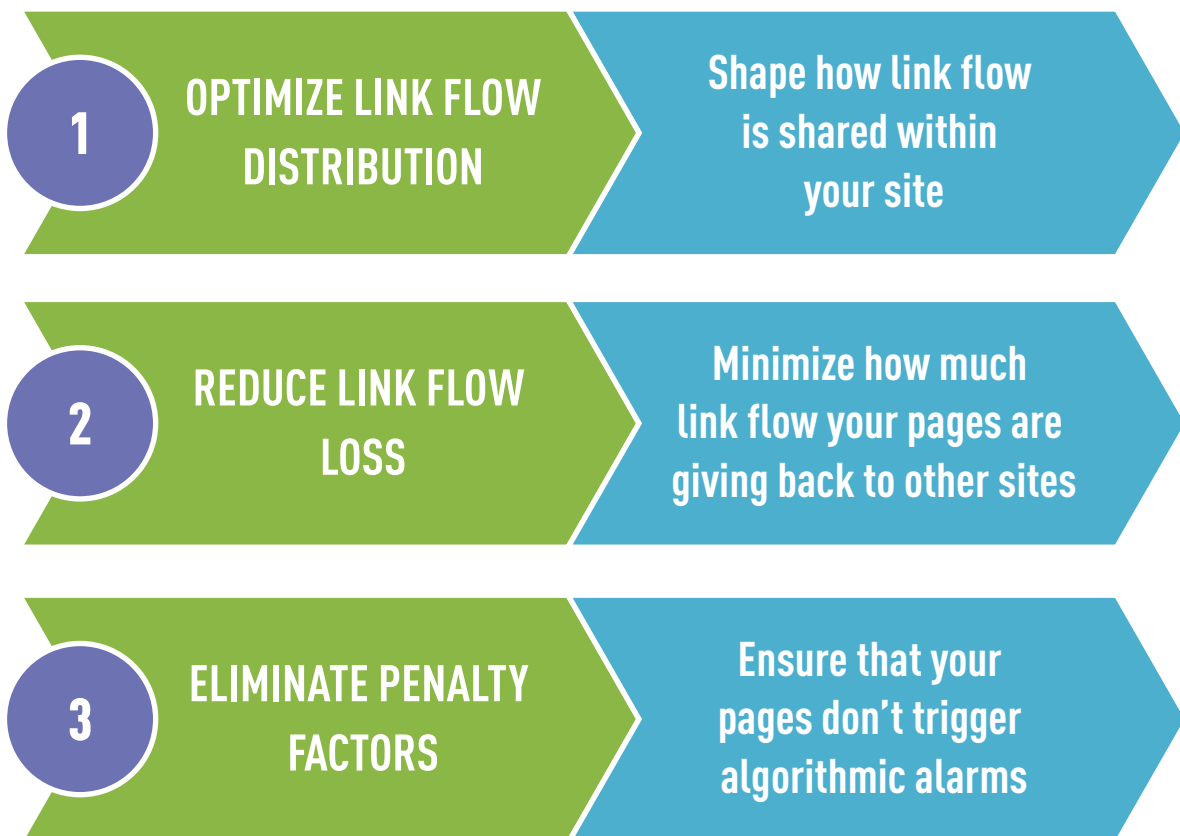
Visualize a champagne tower.



A common visual metaphor that illustrates how link flow works is the champagne tower. When you sculpt your link flow to route it to your most important search landing pages – for both branded and unbranded searches – you can dramatically increase those pages' ranking strength.



3 STEPS TO OPTIMIZE YOUR LINK FLOW SCORES

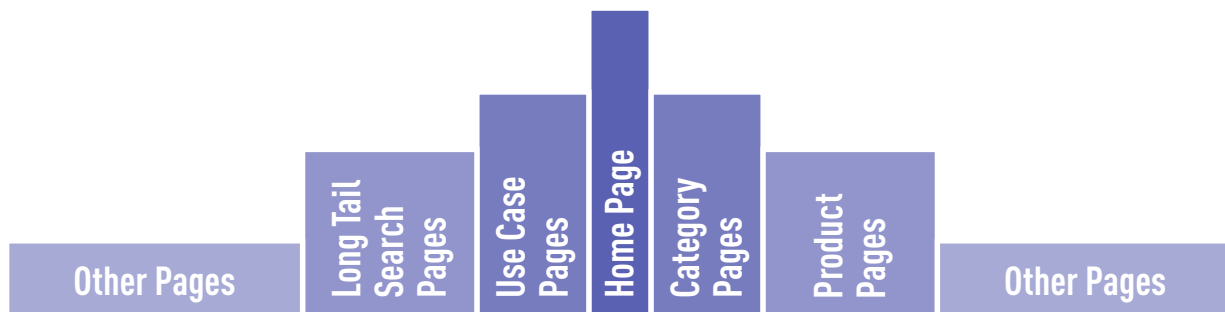


STEP 1: OPTIMIZE YOUR LINK FLOW DISTRIBUTION

How do I best distribute my site's link flow?

You can measure and graph the percentage of your site's overall link flow that each page gets to see what you're signaling to search engines regarding the relative importance of each page.

The ideal graph shape is a terraced one: The home page gets the most link flow, your most popular landing pages for search get the next most, followed by the next search tier, and so on.



Note that most sites have a flat link flow distribution, which reduces the ranking power of the pages that bring in (or should bring in) the most organic traffic.



Start by making a list of which pages are the most important destinations for visitors from search engines. Then you can get to work pushing more link flow power to those pages and away from others.



4 fixes to improve your link flow distribution

Here are four actions any SEO team can take to start pushing link flow to the pages you want to emphasize.

1. Stop using mega menus

Linking each page to every other page of the site spreads link flow thinly, denying any page meaningful power.

2. Prune your top nav

Putting links on your top navigation to pages that don't matter for organic search traffic squanders link flow. (Frequent offenders: Careers and About Us links.)

3. Link to the pages that matter for search

Add links (and link flow) to the pages which do or could attract the most organic search traffic, from anywhere relevant in the site.

4. Remove or downplay wasteful internal links

Get rid of links to pages that don't attract organic search traffic, which just sap link flow from the important pages.



STEP 2: ELIMINATE LINK FLOW LOSS

Where am I losing link flow?

Many web pages give as much as half of their link flow back to other pages. But do they need to? Frequent link flow loss culprits include links to:

Help/FAQ
Pages

Social
Media

Google
Maps



Business
Partners

Customer
Login Site

How do I stop the loss?

Use the nofollow tag

Evaluate each outgoing page link and make them non-followed links – unless the destination page warrants or requires some of your link flow.

Downplay required followed links

If you're required to have a followed link, you can reduce the link flow loss from that link by moving it lower on the page and/or reducing the font size of the link text.



STEP 3: REDUCE PENALTY FACTORS

What are penalty factors?

Search engines have dozens of algorithms designed to filter out sites that use “spammy” tactics to intercept search traffic.

Unfortunately, many web site creators inadvertently utilize what looks like these same tactics as far as the search engine crawler is concerned.

We’ve modeled the impacts these tactics have on the effectiveness of link flow. The level of impact varies widely, based on the type of tactic and how often it was used.



Link flow is one of the most important fuels for driving your SERP positions higher. But page penalties act as brakes on your link flow, reducing its efficiency.



How can I reduce the penalties?

Here are some of the most frequent causes of page penalties, and how to fix them:

Short Pages

Too few words implies low page value. Try to aim for more than 250 words per page.

Keyword Stuffing

Make sure you don't use any single word more than 5 standard deviations from the norm (excluding "stop-words" like the, and, of, etc.). Replace some instances with synonyms where possible.

Duplicate Content

Make sure the words on your page aren't shared in excess with other pages. Try to keep shared content below 50% (including nav bars and page footers).

Too Many Ad- or Advertorial-Looking Links

Avoid unreciprocated followed links, or links being too close to each other in the text.

Duplicate Title or Description Tags

Write unique tags for each page.



AUTOMATE LINK FLOW OPTIMIZATION WITH AI



Brewco's Market Brew platform uses AI to show you
what to do, *where* to do it, and *how* to do it to get
the most out of your link flow.
(among other things)

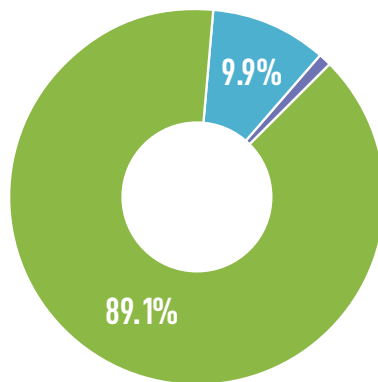


Know *what* to optimize

Link flow is important, but it's only one of the factors Market Brew's AI models evaluates. Find out when your page needs link flow help, and how important link flow is versus other factors for gaining ground on the SERP.

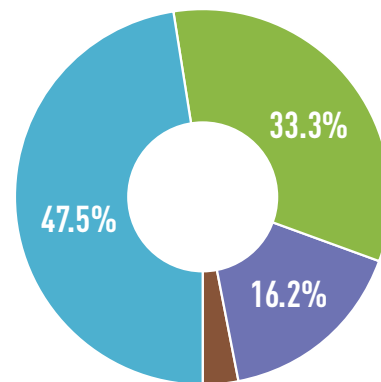
Market Brew shows you what types of optimizations you should work on to close the gaps between your site and the sites above it in the SERP.

QUERY SCORE POTENTIAL



- Semantic Focus
- Link Flow Focus
- Domain Rank Focus

SEMANTIC SCORE POTENTIAL



- META Title
- Market Basket Focus
- URL Path
- URL Host

» In the example above, fixing link flow would close 89% of the total gap. Within the semantic factors, optimizing the page title would eliminate almost half of the remaining gap.



Know *where* to optimize

Market Brew crawls your site to quantify each page's link flow and shows you where work is needed.

| LINK FLOW DISTRIBUTION | | |
|------------------------|--------------------|---|
| Position | Share of Link Flow | Page Title and Path |
| # 1 | 0.93% | About Us (SSL) Path: /about-us-4776890 Add Link Flow |
| # 2 | 0.68% | Terms of Use and Policies (SSL) Path: /legal-4774059 Add Link Flow |
| # 3 | 0.45% | Your Fragrance Bible for the Scent-Obsessed (SSL) Path: /fragrance-4628411 Add Link Flow |
| # 4 | 0.42% | Beauty News (SSL) Path: /beauty-news-5072502 Add Link Flow |
| # 5 | 0.38% | The Biggest Makeup Trends and Tips in One Place (SSL) Path: /makeup-4628402 Add Link Flow |
| # 6 | 0.37% | The Latest Wellness Trends in One Place (SSL) Path: /wellness-4628395 Add Link Flow |
| # 7 | 0.36% | Skincare Tips and Product Reviews (SSL) Path: /skin-4628389 Add Link Flow |
| # 8 | 0.36% | Your One Stop Shop For Hairstyles, Haircuts and Hair Color Ideas (SSL) Path: /hair-4628407 Add Link Flow |
| # 9 | 0.35% | Skincare Ingredients A-Z (SSL) Path: /skincare-ingredients-glossary-4800556 Add Link Flow |
| # 10 | 0.35% | Product Reviews From Our Editors (SSL) Path: /reviews-4628390 Add Link Flow |
| # 11 | 0.33% | A Guide to a Healthy Mind and Healthy Body (SSL) Path: /health-4628392 Add Link Flow |
| # 12 | 0.32% | Gift Guides: Beauty Gift Ideas, Birthdays and More (SSL) Path: /gift-guides-4628388 Add Link Flow |

» See the share of the site's link flow that each page gets

| LINK FLOW SCORING | |
|--------------------------------------|-------|
| Total Potential Link Flow | 11.55 |
| Link Loss | -0.51 |
| Gross Total Link Flow | 11.04 |
| Wasted Link Flow (Webpage Penalties) | -5.70 |
| Net Total Link Flow | 5.34 |

» And how much link flow is lost or wasted on that page















Know *how* to optimize

Market Brew shows you where to build internal links to most effectively add link flow to any page...

| LINK FLOW FINDER | | |
|------------------|---|---|
| Score | On This Webpage... | ...Place a Link in This Text Somewhere |
| 300 | /sam-visser-interview-5118345 | ...Sam Visser on Beginner-Friendly Makeup Tricks and Spring Beauty Trends All Bea |
| 261 | /best-beauty-looks-oscars-2021-5180375 | ... shine. 14 of 14 Vanessa Kirby Getty Images Deep red lips and minimal, shell-pink e |
| 247 | /eye-shapes-5080175 | ... You Have (And the Best Makeup Tips for Each Shape) written by Ashley Rebecca i: |
| 247 | /eye-shapes-5080175 | ... variety of sizes, colors, and shapes. And with each eye shape comes different make |
| 247 | /eye-shapes-5080175 | ... chatting with Giorgio Armani Celebrity to get his expert advice on all the makeup tip |
| 247 | /eye-shapes-5080175 | ... that they turn slightly upward in the outer corners. Makeup Tips For Round Eyes Ge |
| 247 | /eye-shapes-5080175 | ... mainly on the top lashes." Makeup Tips For Monolid Eyes Getty Utilizing eyeliner is |
| 247 | /eye-shapes-5080175 | Makeup Tips For Downturned Eyes Getty Images/Rodin Eckenroth Using a lash cu |
| 247 | /eye-shapes-5080175 | ... out the lower lash line as well with a shadow or your favorite liner." Makeup Tips Fo |
| 247 | /eye-shapes-5080175 | ... to play with colorful liners and keep the lid cleaner." Makeup Tips For Almond Eyes |
| 247 | /eye-shapes-5080175 | ... to the inner corners and just under the brow bone." Makeup Tips For Upturned Eye : |
| 247 | /eye-shapes-5080175 | ...How to Determine Your Eye Shape & Best Makeup Tips For Each All Beauty, All the |
| 235 | /eye-makeup-looks-to-wear-with-a-mask-5074897 | ... graphic lines using to match my face mask." Confetti Eyes Katie Jane Hughes Make |

» Identify the pages and text where you can create links to improve each page's link flow
...and lets you know where you're getting hit with page penalties.

| PAGE PENALTIES | | | |
|--|---------------|---|--|
| Penalty Description | Current Value | Penalty Location | Penalty Effect on Link Flow Efficiency |
| # EXACT Duplicate Webpages | 0 | | 0.00% |
| Max % MATCHED Duplicate Content | 71.49% |  | -11.49% |
| # Unique Words on Webpage | 249 | | -0.04% |
| Is 'Keyword Stuffed'? | No | | 0.00% |
| % Cloaked Links | 0.00% |  /  | 0.00% |
| % 'Advertorial' | 62.50% |  /  | -7.25% |
| % 'Outgoing Paid Links' | 60.71% |  /  | -6.91% |
| % 'Incoming Paid Links' | 0.00% |  /  | 0.00% |
| Avg. Word Length | 7.22 | | 0.00% |
| Avg. Link Flow of External Webpages Linked FROM this Webpage | 241.65 |  | 0.00% |
| Avg. Link Flow of External Webpages Linking TO this Webpage | 4.22 |  | -1.00% |
| # Duplicate Market Focus | 0 | | 0.00% |
| Missing ALT Text % | 100.00% |  | -10.00% |
| Missing META Title? | No | | 0.00% |
| Missing META Description? | No | | 0.00% |
| # Duplicate META Titles | 0 | | 0.00% |
| # Duplicate META Descriptions | 0 | | 0.00% |
| META Title Relevancy | 100.00% | | 0.00% |
| META Description Relevancy | 91.67% | | -0.12% |
| Missing Header Tags? | No | | 0.00% |
| PENALTY FACTOR | | | -36.8% |

» Click on any of a long list of penalty factors and find out how to fix them.



SEE THE FUTURE OF SEO

Request a demo from Brewco today!

Brewco's powerful AI platform understands what are the true drivers of SERP positions for any keyword, and can show you a much quicker, more efficient and less expensive way to grow your organic traffic.

Link flow optimization is just one benefit. Market Brew gives you:

The shortest path to growth

Only work on those changes that actually matter for results.

Insights you can't get elsewhere

Our platform uses AI to uncover problems you wouldn't normally find.

The ability to test and predict

Analyze your site changes before you launch them and predict the impact they'll have on your SERP position.

[REQUEST A DEMO »](#)



About Brewco

Brewco is putting AI to work to give SEO teams the knowledge and power to beat their competitors. The company's Market Brew platform is the only SEO platform with a search engine inside, that it configures using AI to build an accurate model search engines rank pages for any keyword. These models show teams what specific actions to take to improve their rankings most quickly and efficiently.

Brewco, a joint venture between the Market Brew developers and a seasoned executive team with deep experience in SEO and martech AI, is the exclusive global reseller of the Market Brew platform. The company is advised by some of the most knowledgeable experts in the world of SEO. For more information, visit www.brewco.ai.

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