THE LUXURY PLATFORM

Web building

The next information:

- Luxury Platform linking structure

- Why is it important to optimize?

- Most important strategies

- Take aways

What you'll learn:

- Why website structures are important for link building

- Why the wikipedia works so well

- How to improve your breadcrumbs for link building

Why are links important?

- They give you a 'vote' for The Luxury Platform.

- They tell something about the page it points to

- Therefore search engines use them to value pages on your site and determine ranking

What is internal link building

- The Luxury Platform Website structure

- In text links

- Breadcrumbs

- PageRank Flow (and PageRank sculpting...)

- The Luxury Platform tags and more...

Why?

Your linklove should flow to the pages which are most important for your **money flow**!

The Luxury Platform Information Architecture

- First for users

- Keep the search engines in mind for accessibility and spiderability

So, give the right directions!

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Focus

Size does matter!

Dont' forget:
it's about the
products pages!

The Luxury-Platform.com

What? and why!

Contextual value in content, brand and links

PageRank Sculpting

Control PageRank flow

How?

- Nofollow (hipster)

- Javascript Links (old school)

- Robots.txt (kinda stupid)

- Noindex, Nofollow Meta information (more advanced and works great)

The General Idea:

Don't send linklove to pages that do not deserve or need it

Got some spare time?

- Go! see what it can do for you

- But rather spend more time on developing a great website structure

Beware!

- Duplicate Concept
- Competion
- Out of order

Why the system works

Consistent, **contextual links**, in text with great **relevance** and **external link building** that **flows with relevance** throughout the whole marque lt website

Breadcrumbs

Who are you?

- And what do you want to buy, sell or hire?

- It's an extra relevant link to each product, firm, country and based on importance

- It increases the spiderability for every The Luxury Platform website Worldwide

Web Users?

- SEO Smart links

  example: http://www.google.com

- Internal Link Building

Web 3.0 Users?

- Yoast Breadcrumbs

- Yoast Meta Robots

- Yoast RSS Footer

- **http://www.rudydeighton.wordpress.com**

Take aways

- A good web structure is important

- Categorize the Luxury pages & products

- Be consistent with keywords

- In-text-linking is the best (remember the wikipedia, google, etc..)

- Focus on The Luxury Platform concept

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