Boost SEO Rankings by Removing Internal Links

Wayfair

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MOZCON 2016
Project Wack-a-Mole

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#mozcon
Authority flows through a site via internal links
Authority is divided by the number of links on the page. 15% of it disappears.
Halve your links
Double your authority
What we’ve done...
Example #1
Header Navigation
Use search volume
Use click data
Use page level revenue
We cut ~150 links and saw...
Fewer internal searches
Conversion rate boost
Increased rankings

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5-10% increase in SEO traffic
Example #2
Footer Navigation
THANKS
TO OUR SPONSORS!
Similarweb: 37 links

<table>
<thead>
<tr>
<th>Our Products</th>
<th>Resources</th>
<th>Company</th>
<th>Our Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>SimilarWeb PRO</td>
<td>Knowledge Base</td>
<td>Our Data</td>
<td>UK Office</td>
</tr>
<tr>
<td>Website Ranking</td>
<td>FAQ</td>
<td>About Us</td>
<td>Open Map</td>
</tr>
<tr>
<td>Mobile App Ranking</td>
<td>Blog</td>
<td>Our Team</td>
<td>Phone: +44-808-189-3321</td>
</tr>
<tr>
<td>API</td>
<td>Clients</td>
<td>Press</td>
<td></td>
</tr>
<tr>
<td>Widgets</td>
<td>Careers</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>Browser Extensions</td>
<td>Contact Us</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience</td>
<td>Live Demo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SimilarWeb Enterprise</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See Plans and Pricing >

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Categories | Countries | Privacy | Terms | Privately connect Google Analytics | Publicly connect Google Analytics

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Wordstream: 48 links
A look in the mirror...
Wayfair before: 51 links

<table>
<thead>
<tr>
<th>About Wayfair</th>
<th>My Account</th>
<th>Info &amp; Policies</th>
<th>Shop Easy</th>
<th>Gift Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Us</td>
<td>Sign in/Register</td>
<td>Ordering Information</td>
<td>Customer Service</td>
<td>Gift Cards</td>
</tr>
<tr>
<td>News Center</td>
<td>Track Your Order</td>
<td>Privacy Policy</td>
<td>Request Bulk Pricing</td>
<td>Gift Returns</td>
</tr>
<tr>
<td>Charity</td>
<td>Email Preferences</td>
<td>Secure Shopping</td>
<td>Design Trade</td>
<td></td>
</tr>
<tr>
<td>Partner With Us</td>
<td>Contact Us</td>
<td>Shipping Policy</td>
<td>Business Customers</td>
<td></td>
</tr>
<tr>
<td>Careers</td>
<td>Unsubscribe</td>
<td>30-Day Return Policy</td>
<td>Refer a Friend</td>
<td></td>
</tr>
</tbody>
</table>

Enter your email address: 

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Wayfair after: 20 links
Example #3
Sidebar Navigation
Wordpress mole holes
Tag clouds

CATEGORIES

30 Days of Gratitude 31 Days to Find My Way
All Editorials Blog Blogging Blog Tips
Burlap Christmas Christmas Design crafty hangouts
Designing your Wall DIY Editorial Events
Fall Decor Fashion Favorite Posts Features Food
and Drink Gardening Giveaways Google Hangout
Gratitude Health and Beauty Holidays Home
Home Design Home Tour Interviews Life Link
Party Organization Outdoor Living Photo Tip of the
Week Pinterest Party Products Recipes Round ups Seasons
Share it Sunday Sunday Features Videos
Virtual Launch Party Who's Who Here Worthwhile
Wednesdays

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Recent post widgets
Duplicate navigation

more crafty goodness:

- birthday decorations
- paper flowers
- felt flowers
- origami
- watercolor
- yarn crafts
- fleece
- plastic canvas
- doodling
- knitting
- house plants

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Archive links

ARCHIVES

▼ 2016
▼ July
Ice Cream Ideas + the Dream.Create.Inspire. Link Up
Watermelon ideas + the Dream.Create.Inspire. Link Up
Shark Crafts and Eats for Shark Week + the Dream.Create.Inspire. Link Up

▼ June
Strawberry Banana Cream Ice Pops for Kids
How to Use Glitter Heat Transfer Vinyl - Do it Yourself Personalized Gifts
Red White and Blue Food and Crafts + the Dream.Create.Inspire. Link Up
Marriage Monday - 7 Year Anniversary
Easy Popsicles + the Dream.Create.Inspire. Link Up
Transitioning into Toddlerhood with Gerber® Good Start® + GIVEAWAY

Marriage Monday - 7 Year Anniversary
Easy Popsicles + the Dream.Create.Inspire. Link Up
Transitioning into Toddlerhood with Gerber® Good Start® + GIVEAWAY
Easy Summer Recipes + the Dream.Create.Inspire. Link Up
Why Start a Blog? + a Blog Birthday Giveaway to Target

▼ May
▼ April
▼ March
▼ February
▼ January
▼ 2015
▼ 2014
▼ 2013
▼ 2012
▼ 2011

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Example #4
Page Template Links
Product grid pages

Cookware Sets

Shipping
- Free Shipping
- 2-Day Delivery

Brand
- Calphalon (21)
- Circulon (14)
- 360 Cookware (6)
- ABC Home Collection (1)
- All-Clad (10)

See More »

Price Per Item
- Under $50 (93)
- $50 to $100 (193)

More Options: Color »
Cucina 12 Piece Cookware Set
by Rachael Ray
from $91.40  $299.99
FREE Shipping
🌟🌟🌟🌟 (499)

More Options: Color »
Porcelain 15 Piece Cookware Set
by Paula Deen
from $88.12  $239.99
Free 2-Day Delivery
🌟🌟🌟🌟 (635)

More Options: Color »
Wayfair Basics 10 Piece Non-Stick Ceramic Cookware Set
by Wayfair Basics
$26.99  $28.99
🌟🌟🌟🌟 (75)
A bug’s life

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Holy mole field

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#mozcon
Octogintupled the links on page
Wrapped it up

Wayfair Basics 10 Piece Non-Stick Ceramic Cookware Set
by Wayfair Basics

$26.99  $28.99

⭐⭐⭐⭐ (75)
Traffic came back
Exceptions
Exceptions
Exceptions
Exceptions
Low authority sites
Small sites
Building a Case
Average $$$ value per global link = Half non-branded SEO revenue
                                Average number of links on page
Link Value Calculator

www.doctormcawesome.com/link-calculator/

http://www.wayfair.com

Number of Links: 509
Value per Link: 39.29
Value with 200 links: 100
Account for lost revenue
Remain vigilant!!!
THANK YOU

ALEX STEIN

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