



ALEX STEIN

Boost SEO Rankings by
Removing Internal Links

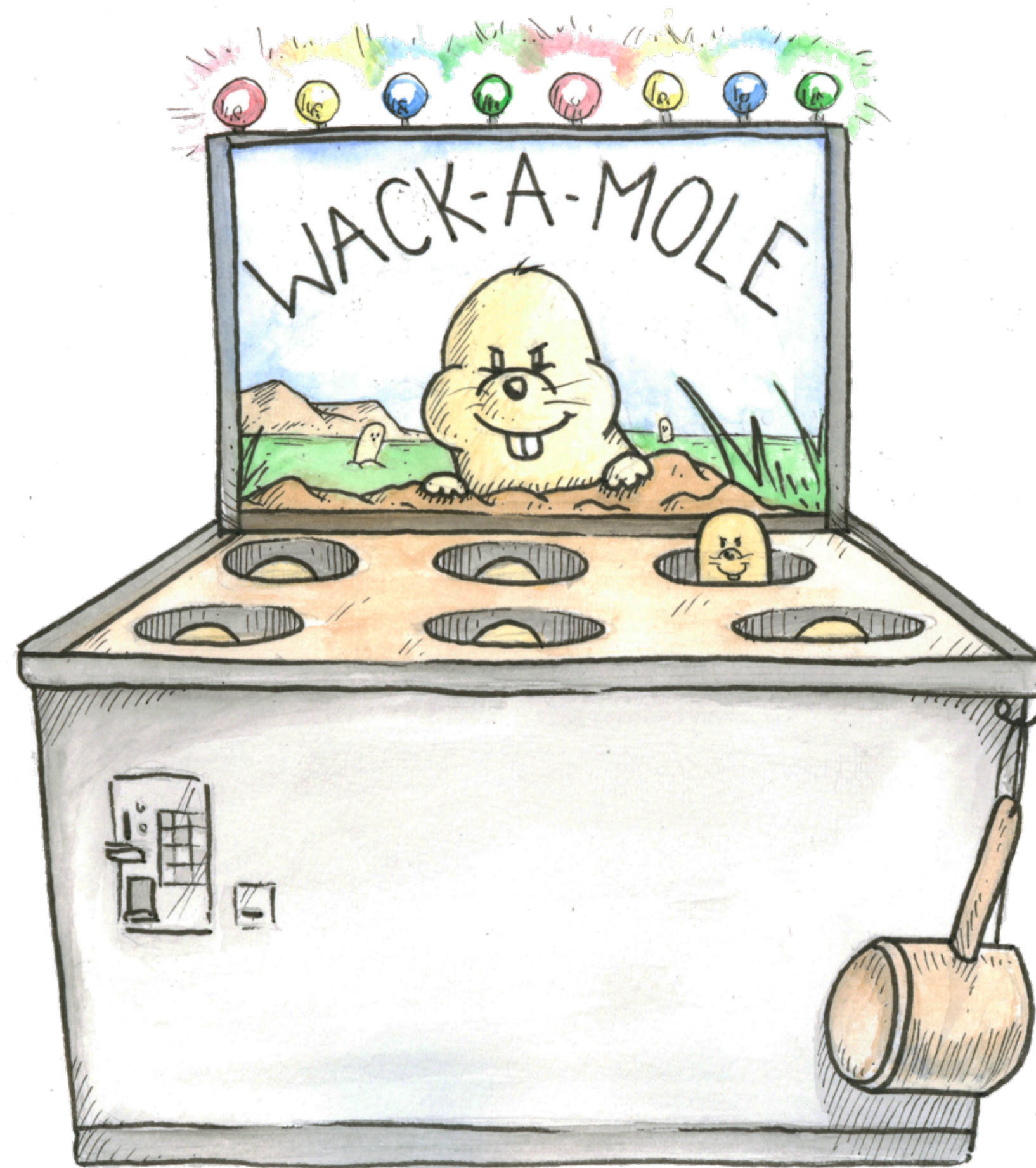
Wayfair

@sonofadiplomat

MOZCON

2016

Project Wack-a-Mole

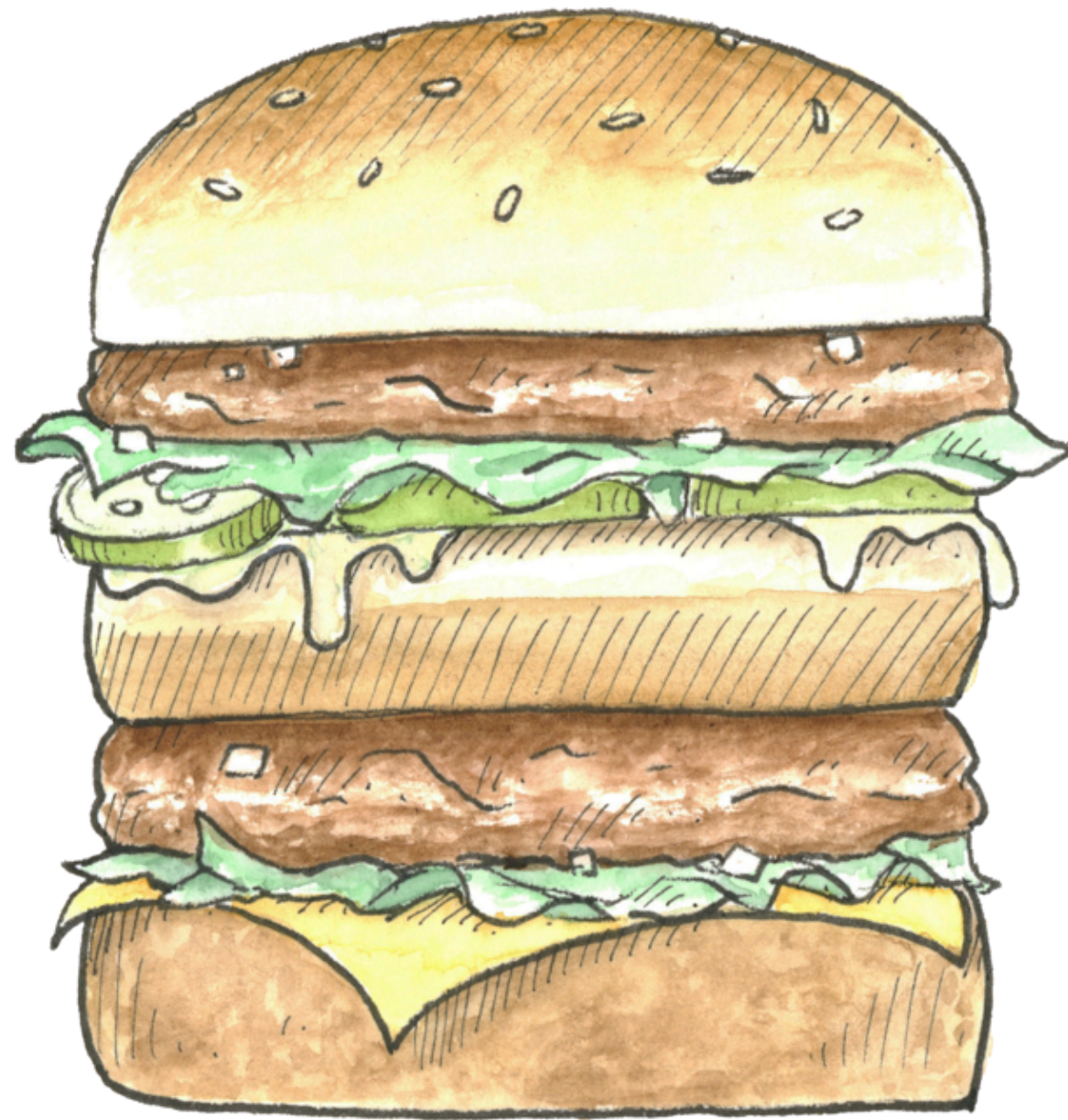


Authority flows through a site
via internal links

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

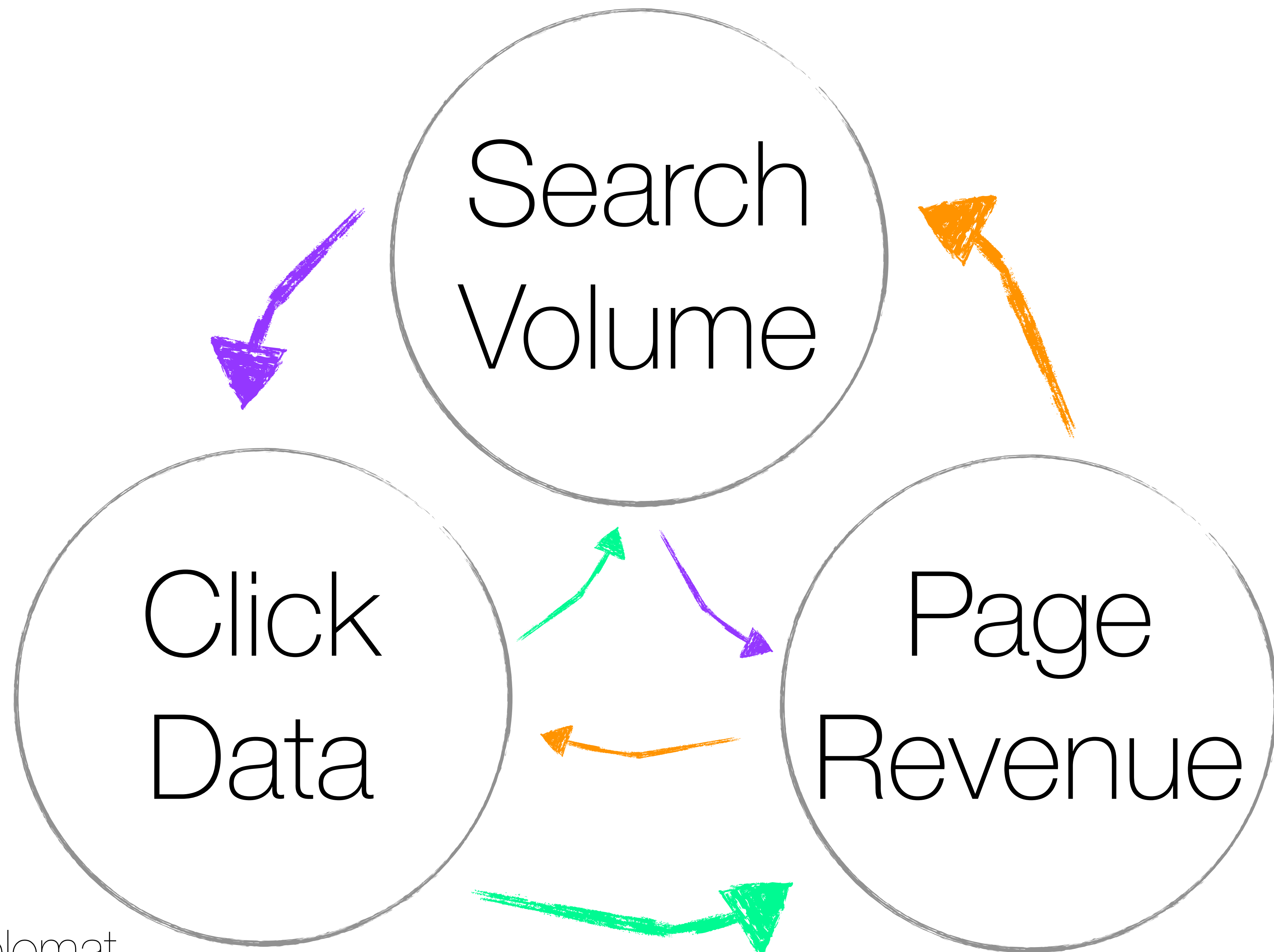
Header Navigation



Use search volume

Use click data

Use page level revenue

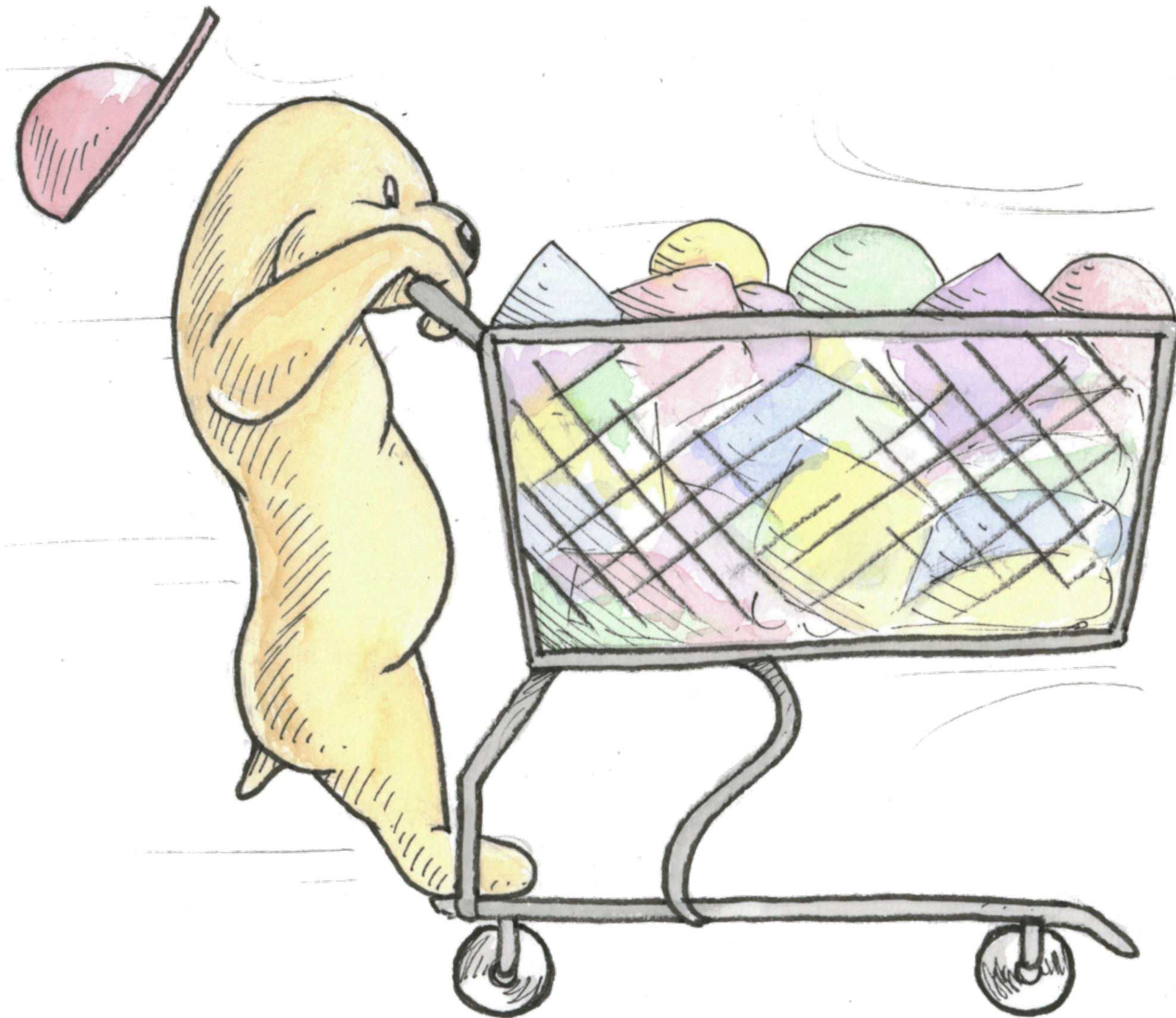


We cut ~150 links and saw...

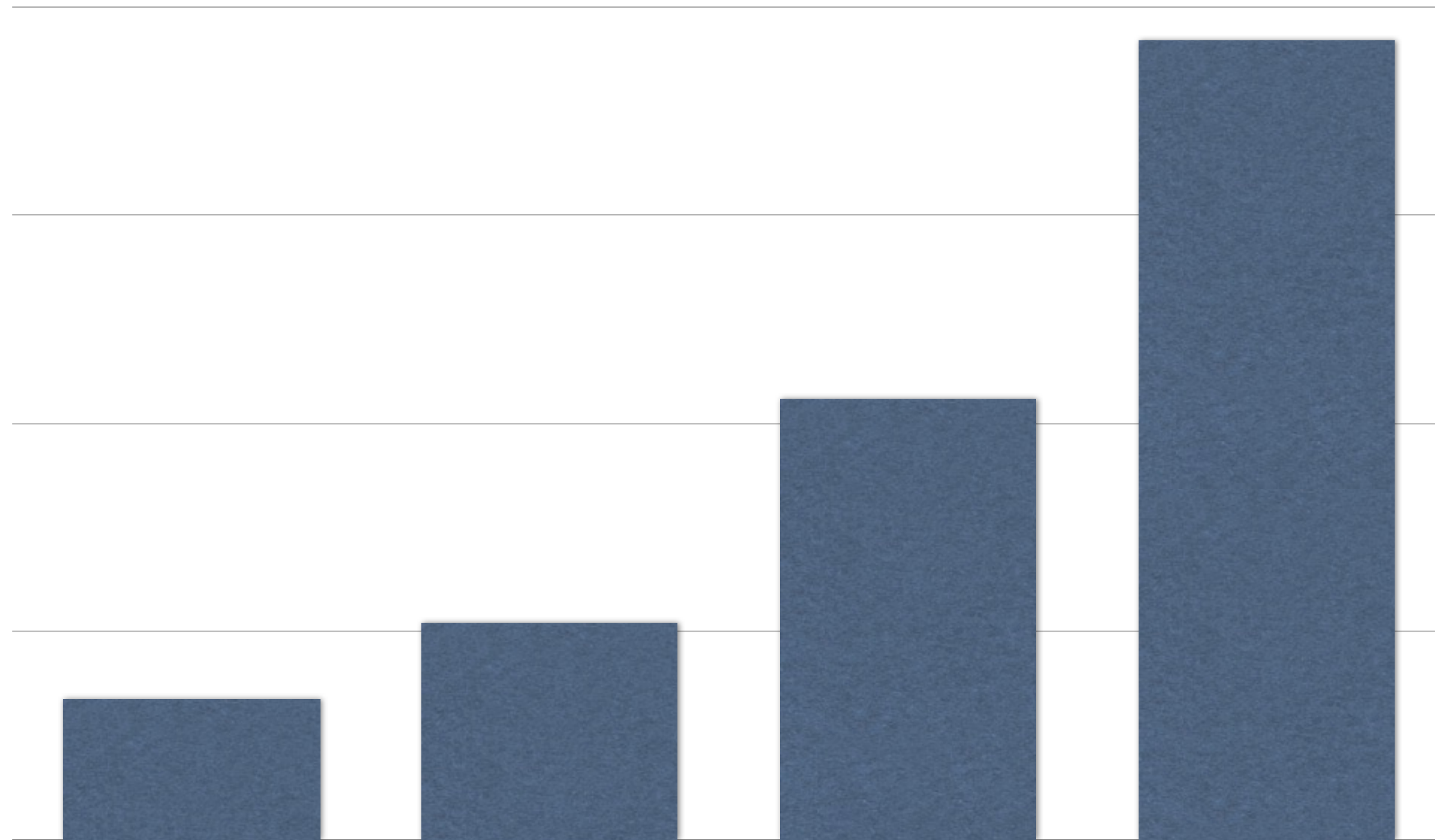
Fewer internal searches



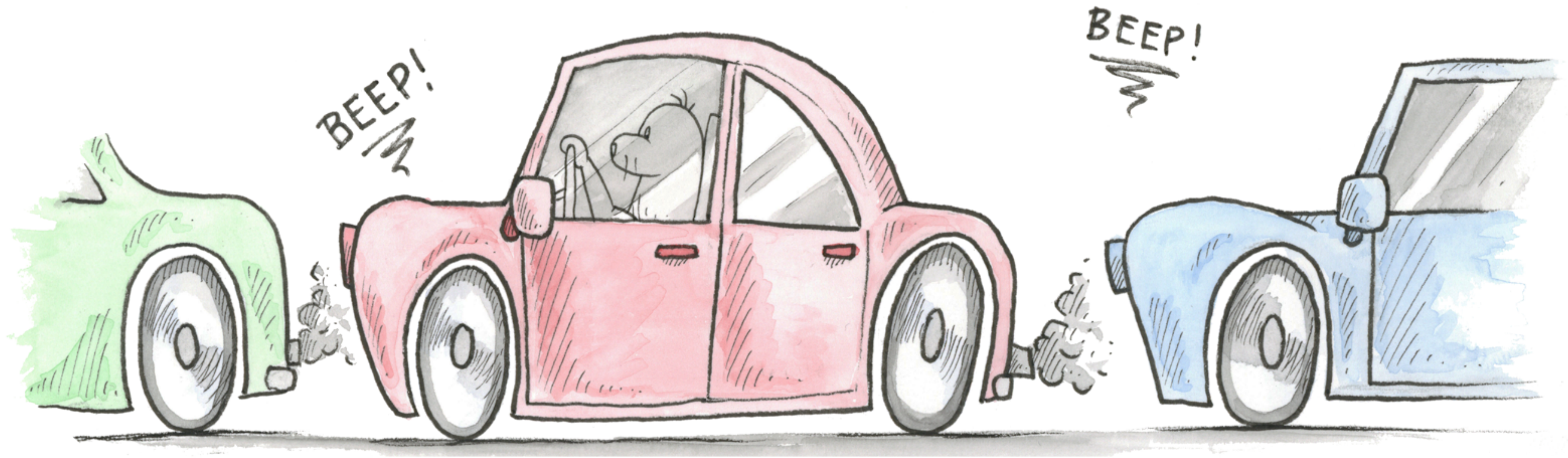
Conversion rate boost



Increased rankings

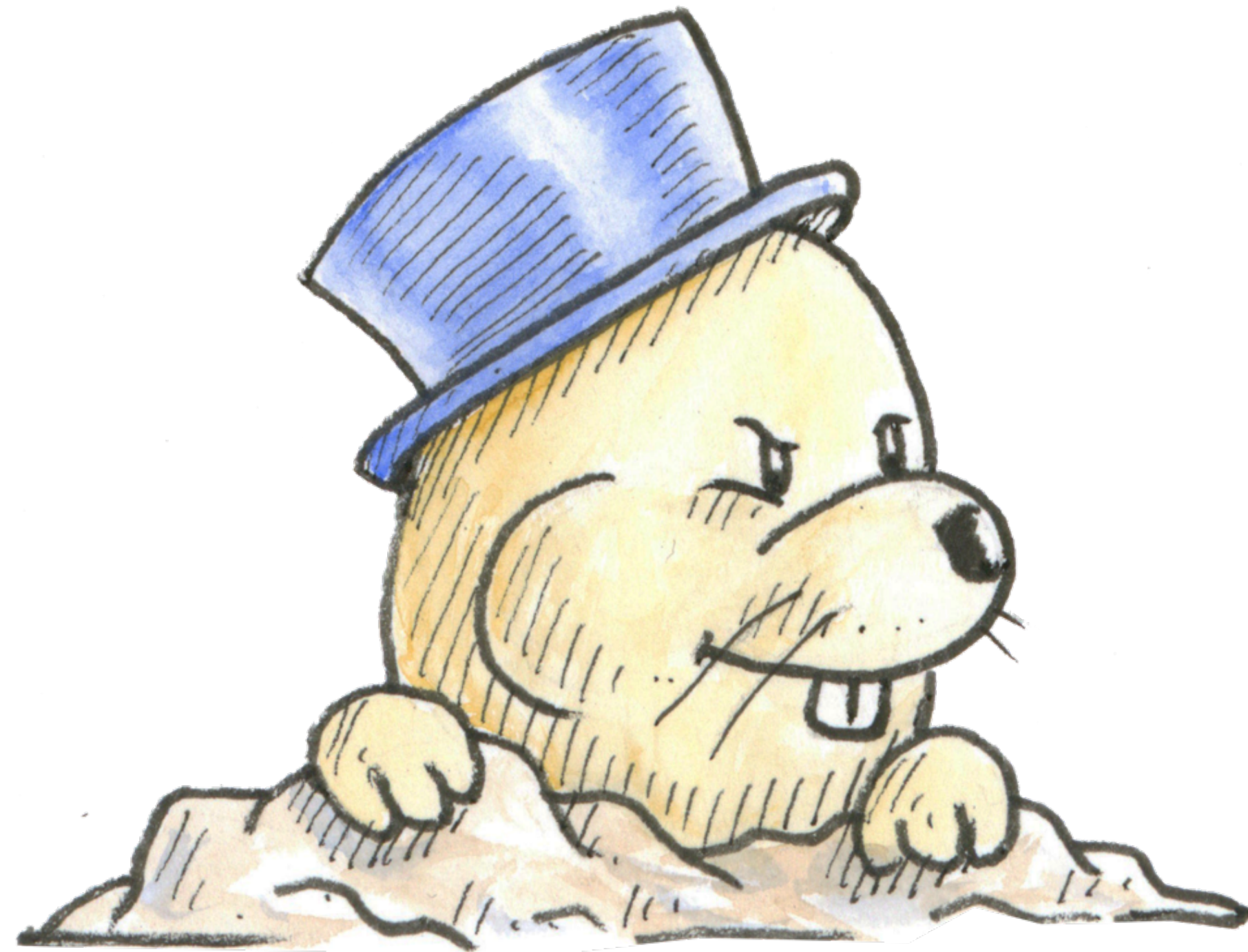


5-10% increase in SEO traffic



Example #2

Footer Navigation



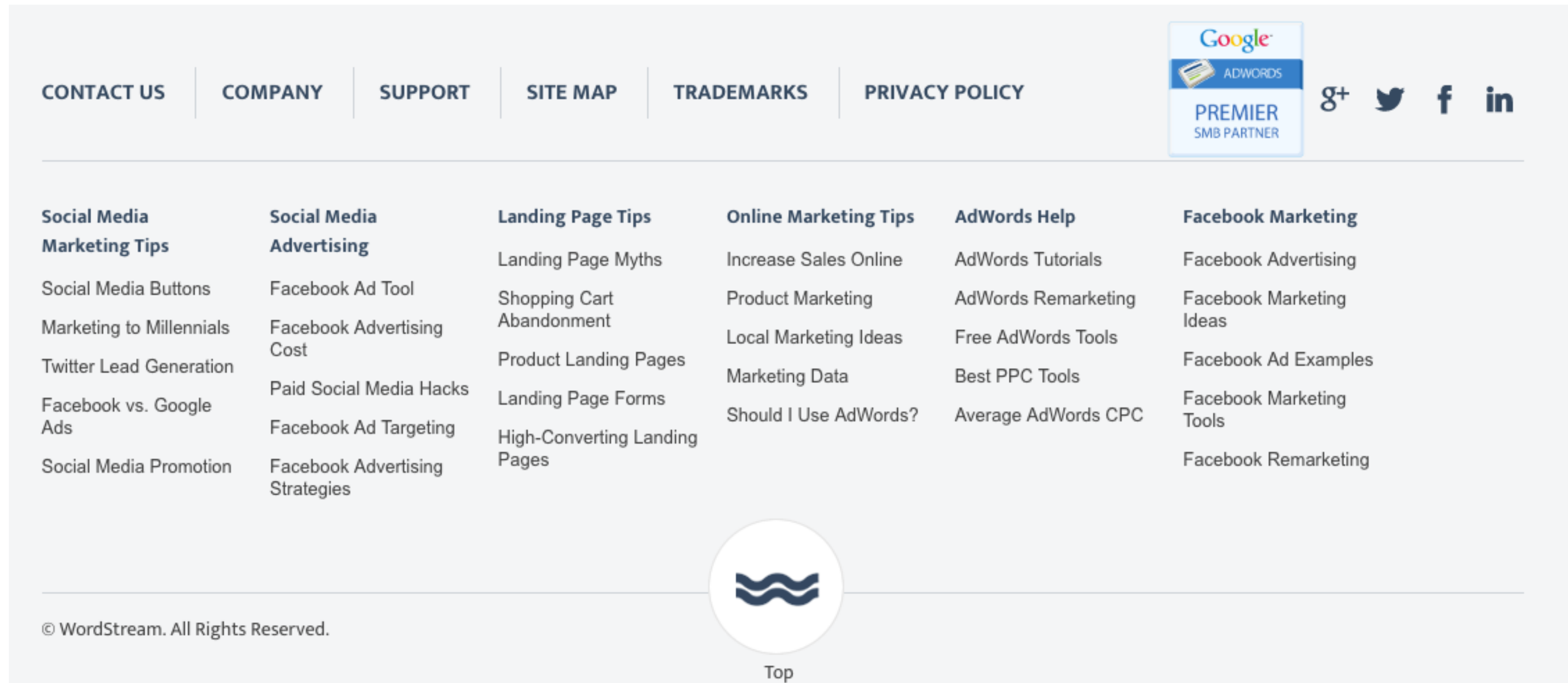
THANKS

TO OUR SPONSORS!

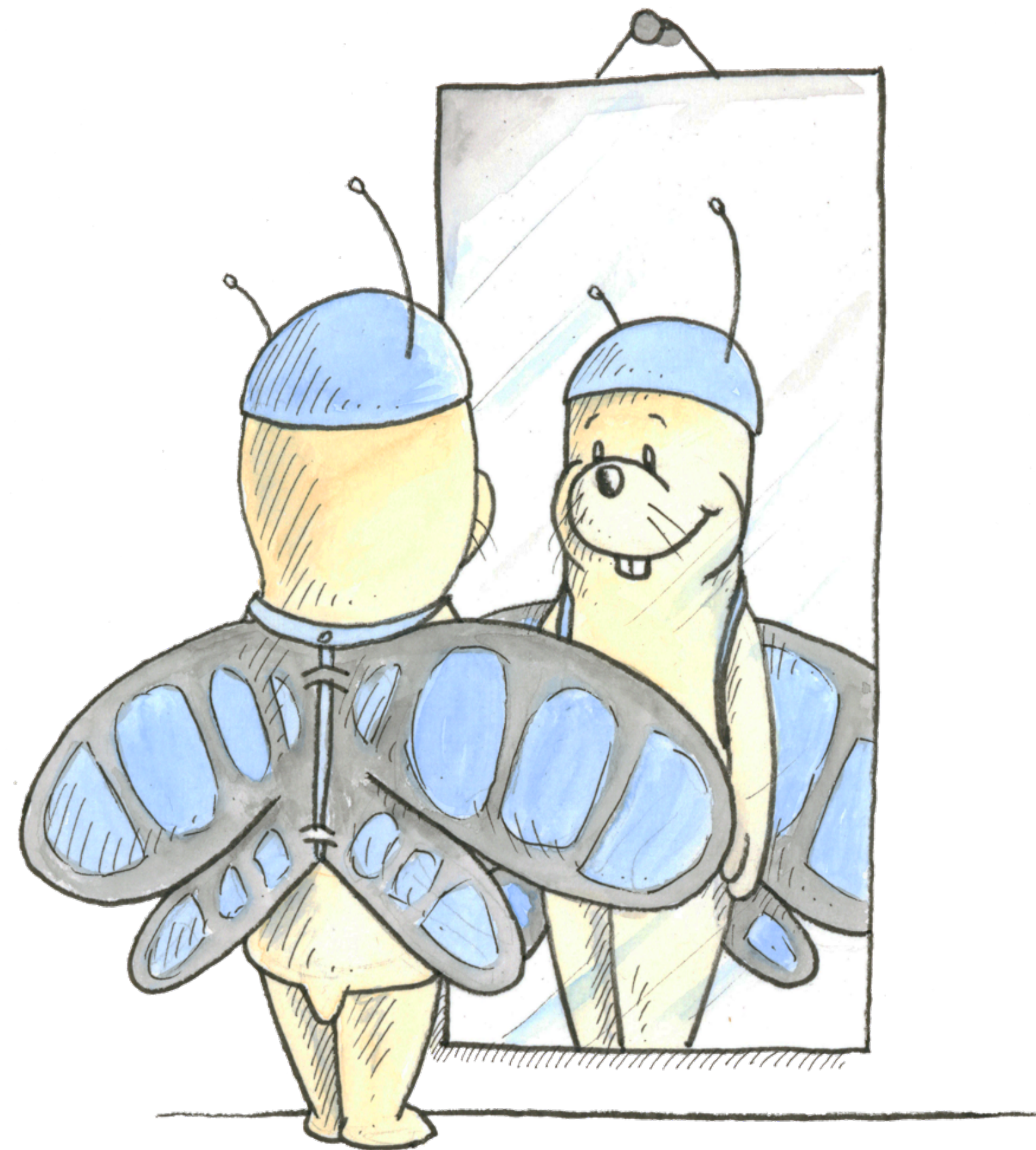
Similarweb: 37 links

Our Products	Resources	Company	Our Offices	
SimilarWeb PRO	Knowledge Base	Our Data	UK Office	China Office
Website Ranking	FAQ	About Us	Open Map	Open Map
Mobile App Ranking	Blog	Our Team	Phone: +44-808-189-3321	Phone 1: +86-21-56635101
API		Clients		Phone 2: +86-185-16115599
Widgets		Careers	US Office	Brazil Reseller
Browser Extensions		Press	Open Map	Open Map
Audience		Events	Phone: +1-800-540-1086	Phone: +55-48-91130130
SimilarWeb Enterprise		Contact Us	Israel Office	Japan Reseller
		Live Demo	Open Map	Open Map
			Phone: +972-3-5447782	Phone: +81-3-6822-9722
See Plans and Pricing >				
f t g+ in				
Categories Countries Privacy Terms Privately connect Google Analytics Publicly connect Google Analytics			© SimilarWeb LTD 2016 All Rights Reserved	

Wordstream: 48 links



A look in the mirror...



Wayfair before: 51 links

About Wayfair	My Account	Info & Policies	Shop Easy	Gift Giving
About Us	Sign in/Register	Ordering Information	Customer Service	Gift Cards
News Center	Track Your Order	Privacy Policy	Request Bulk Pricing	Gift Returns
Charity	Email Preferences	Secure Shopping	Design Trade	
Partner With Us	Contact Us	Shipping Policy	Business Customers	
Careers	Unsubscribe	30-Day Return Policy	Refer a Friend	
		Our Guarantee	Return Center	
		Orders to Canada	Shop by Color	
		Coupon Policy	Butterfly Garden Guide	
			Patio Furniture	
			Buying Guides	



BBB Rating: A+
as of 7/18/2014
[Click for Review](#)



Wayfair 

[Like Page](#) 2.9M likes    [Blog](#)

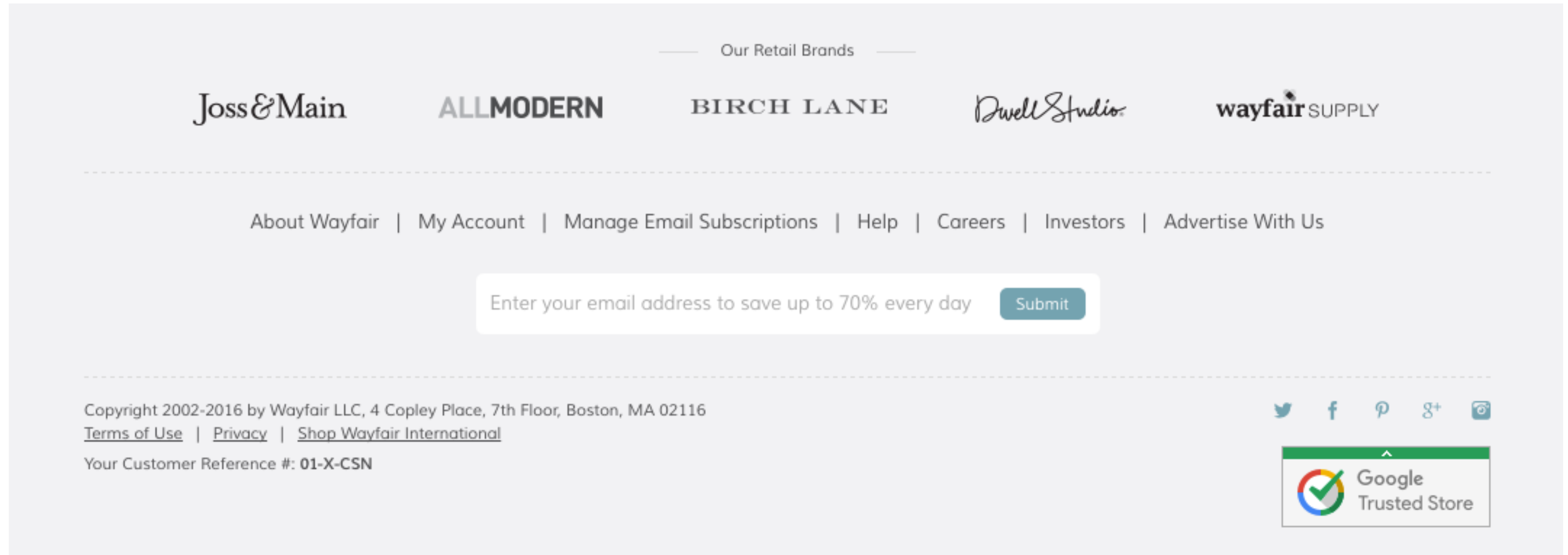
Sign up for Daily Sales. Don't miss out!

[SUBMIT](#)

[Back To Top](#)

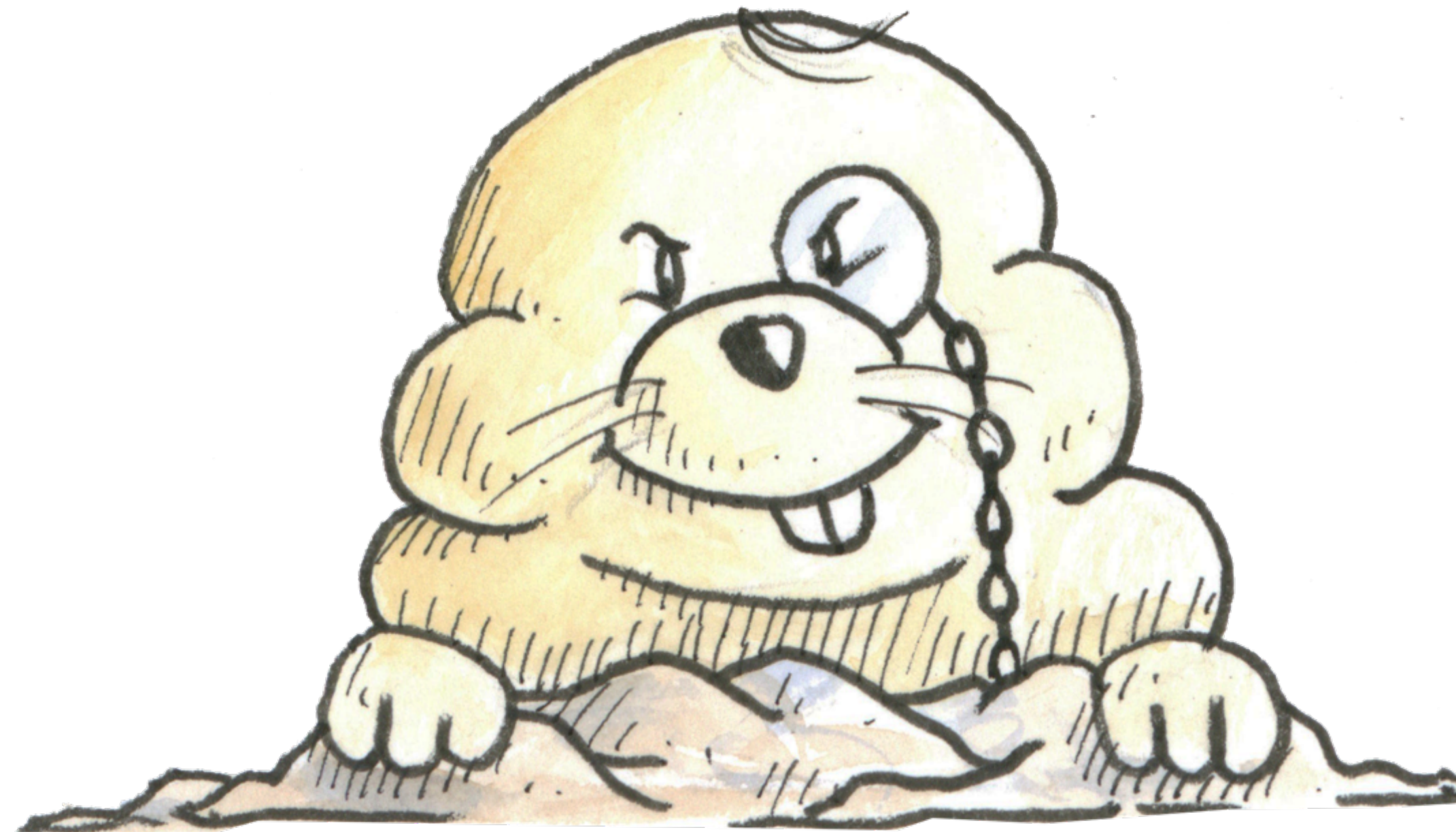
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International: [United Kingdom](#) | [Germany](#) | [Australia](#), More from Wayfair, formerly CSN Stores: [Joss & Main](#) | [Birch Lane](#)

Wayfair after: 20 links

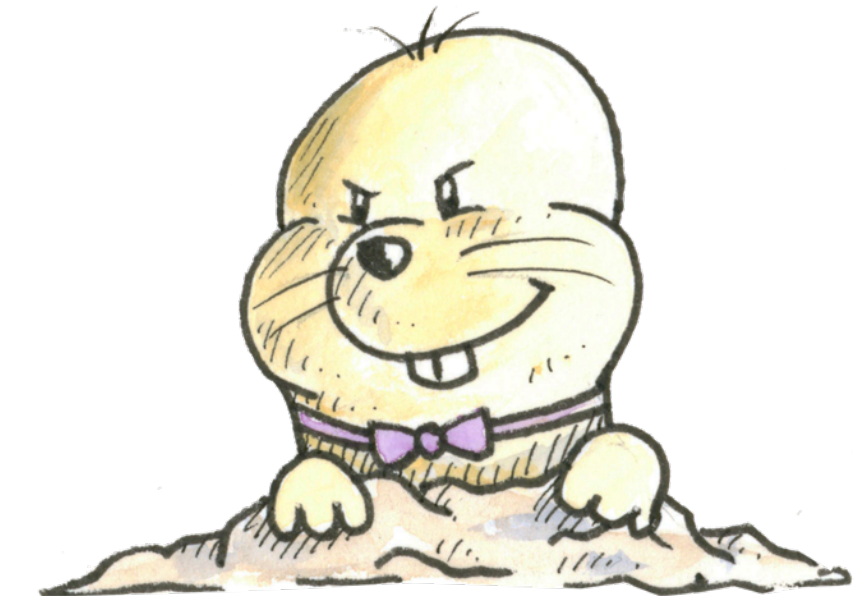


Example #3

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** Editorials 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**

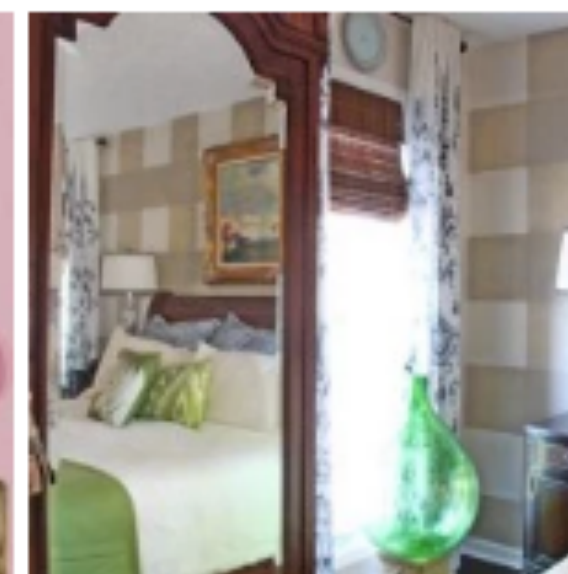
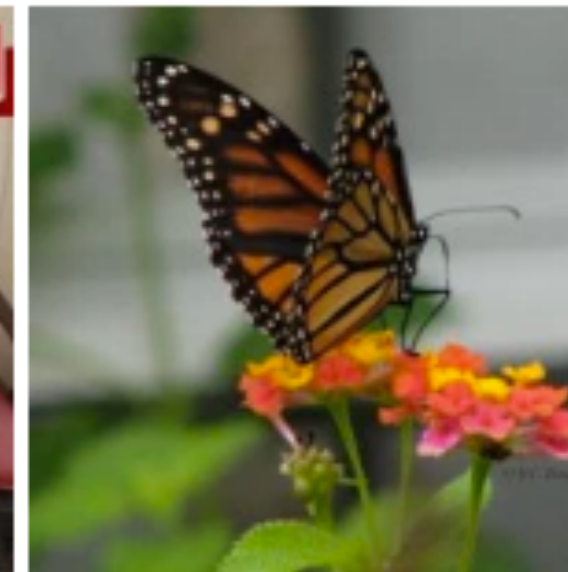
Share it Sunday **Sunday Features** Videos

Virtual Launch Party Who's Who Here Worthwhile

Wednesdays

Recent post widgets

TOP POSTS & PAGES



Duplicate navigation

more crafty goodness:

birthday decorations

paper flowers

felt flowers

origami

watercolor

yarn crafts

fleece

plastic canvas

doodling

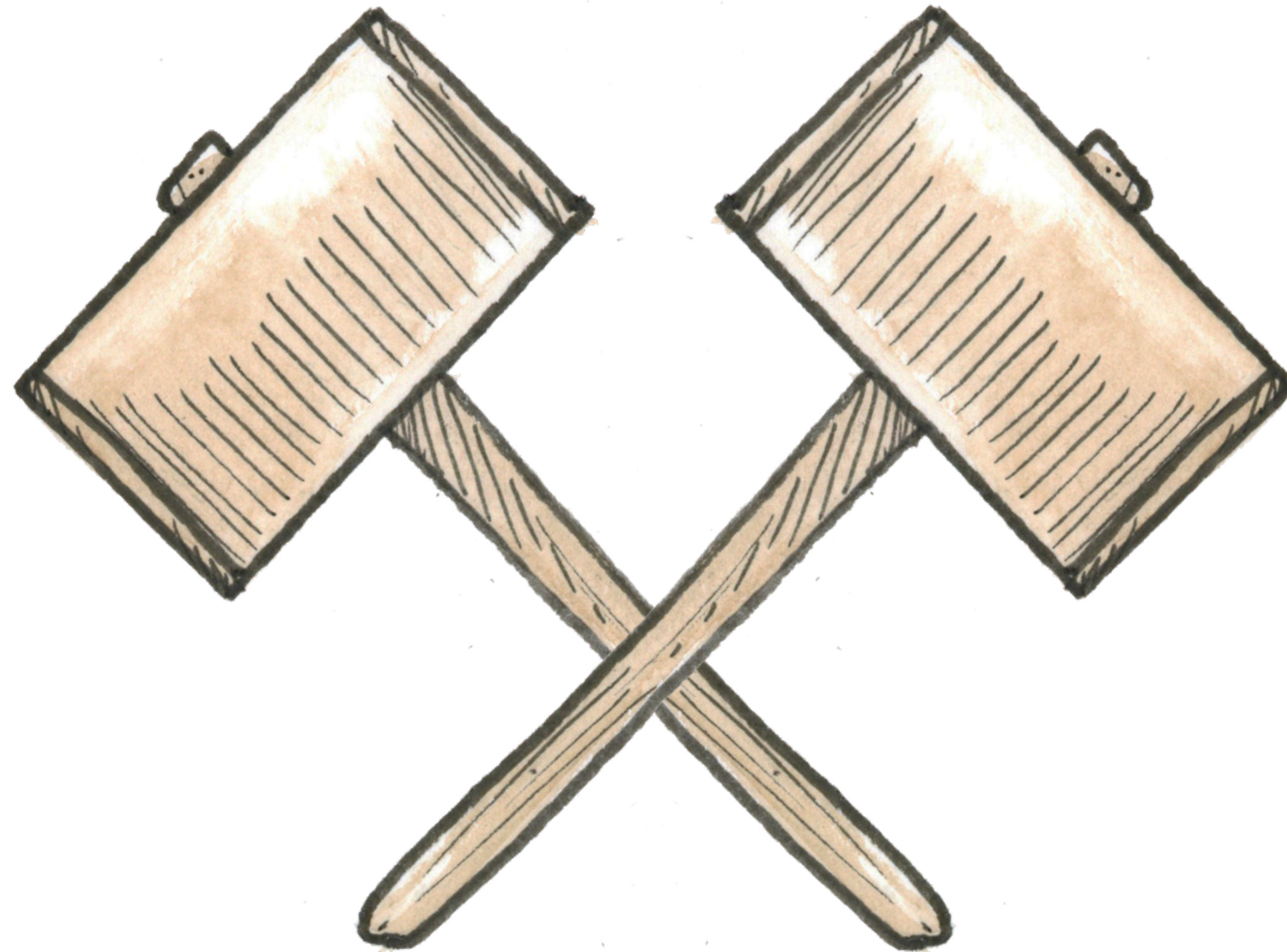
knitting

house plants

Archive links

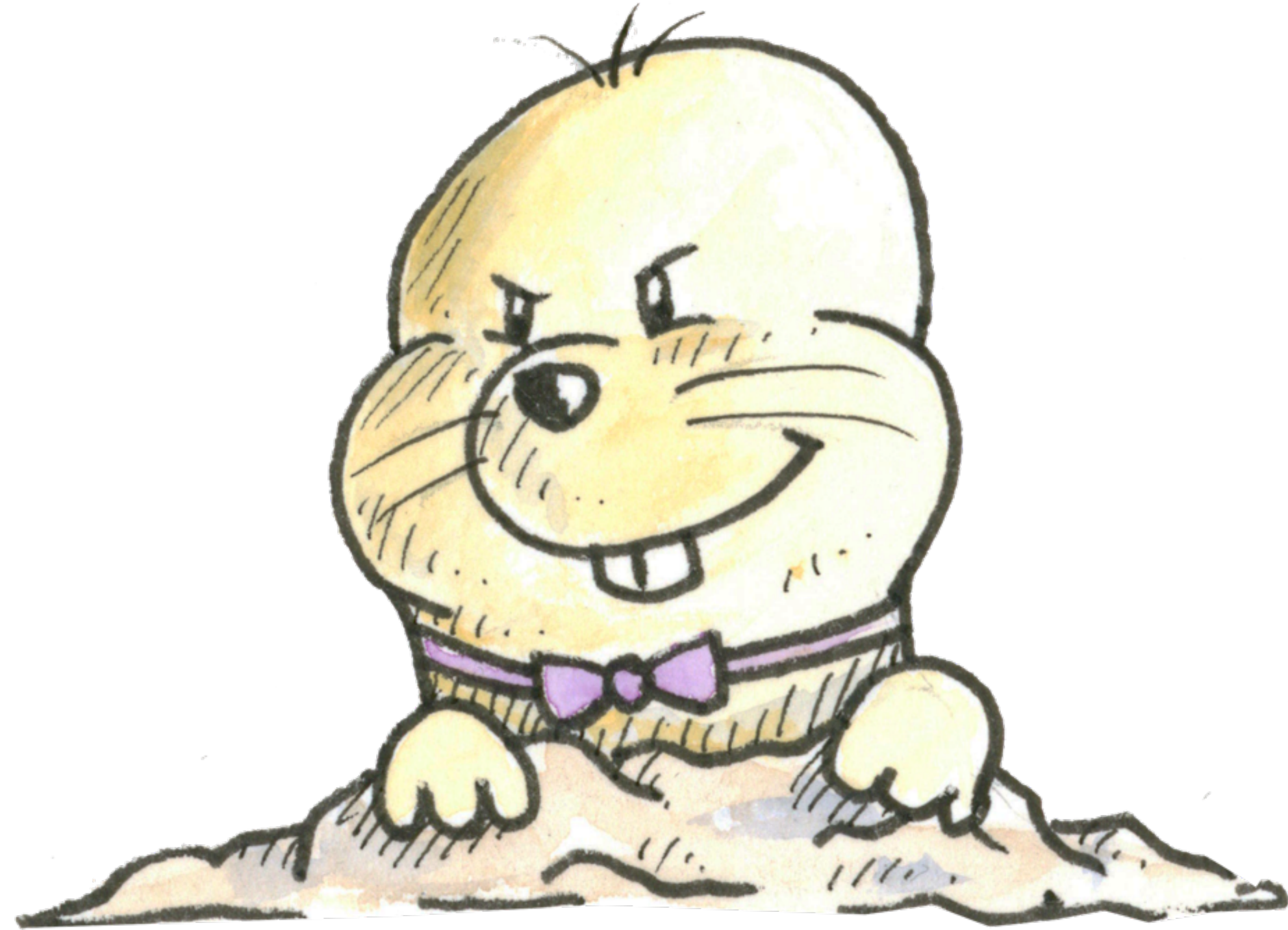
ARCHIVES	
▼ 2016	▼ July
	Ice Cream Ideas + the Dream.Create.Inspire. Link Up
	Watermelon Ideas + the Dream.Create.Inspire. Link Up
	Shark Crafts and Eats for Shark Week + the Dream.Create.Inspire. Link Up
▼ June	Strawberry Banana Cream Ice Pops for Kids
	How to Use Glitter Heat Transfer Vinyl - Do It Yourself Personalized Shirts
	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
	► May
	► April
	► March
	► February
	► January
	► 2015
	► 2014
	► 2013
	► 2012
	► 2011

Wack-a-moley



Example #4

Page Template Links



Product grid pages

Cookware Sets

Sort: Recommended

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)



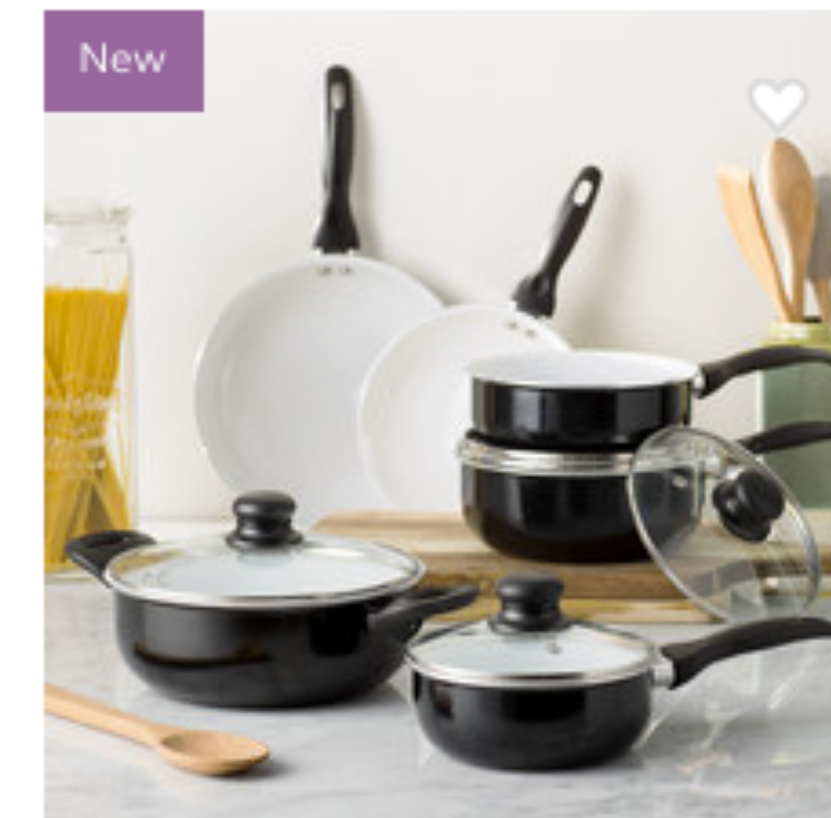
More Options: Color »

Porcelain 15 Piece Cookware Set
by Paula Deen

from **\$88.12** ~~\$239.99~~

Free 2-Day Delivery

★★★★★ (635)



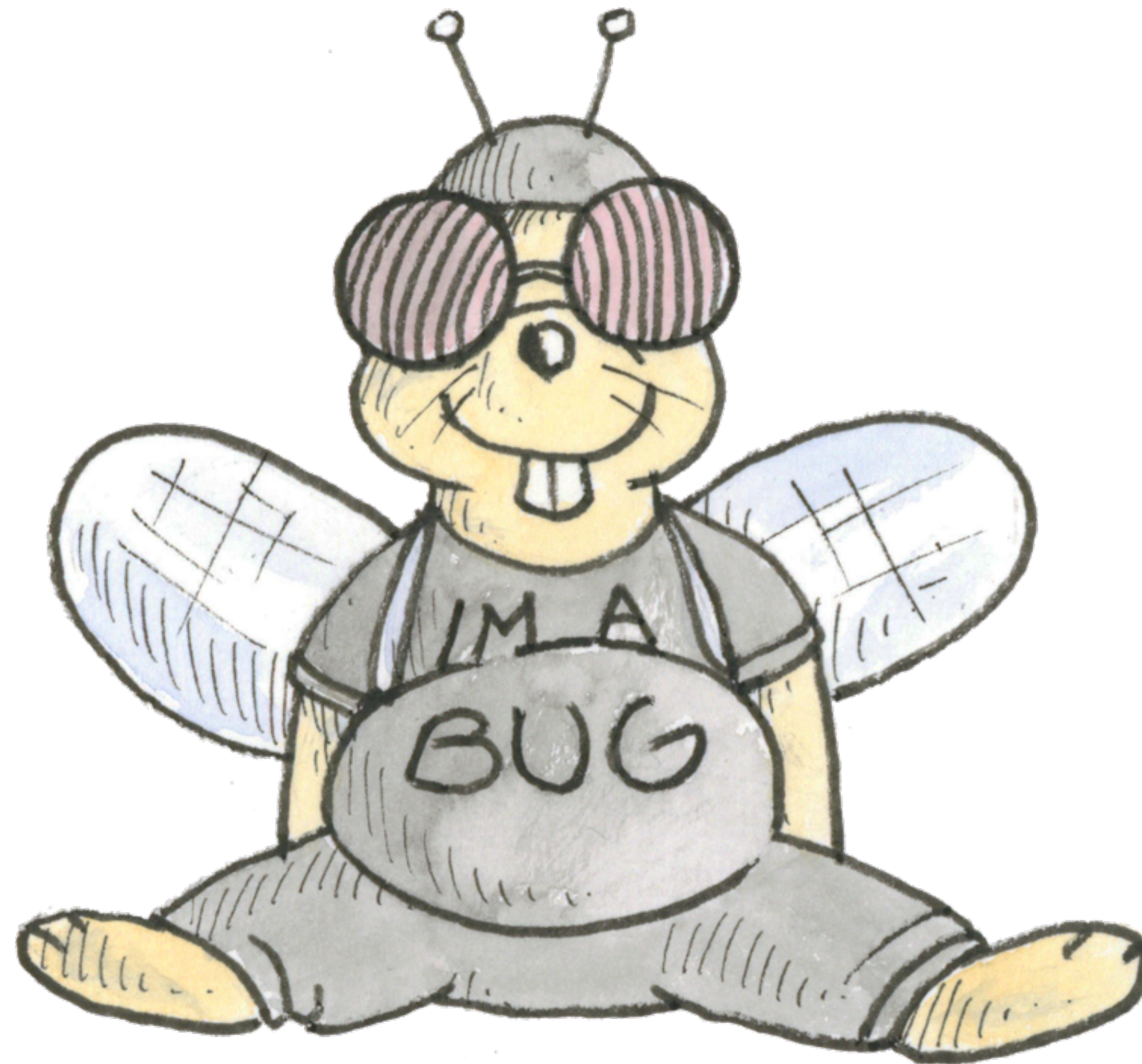
More Options: Color »

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

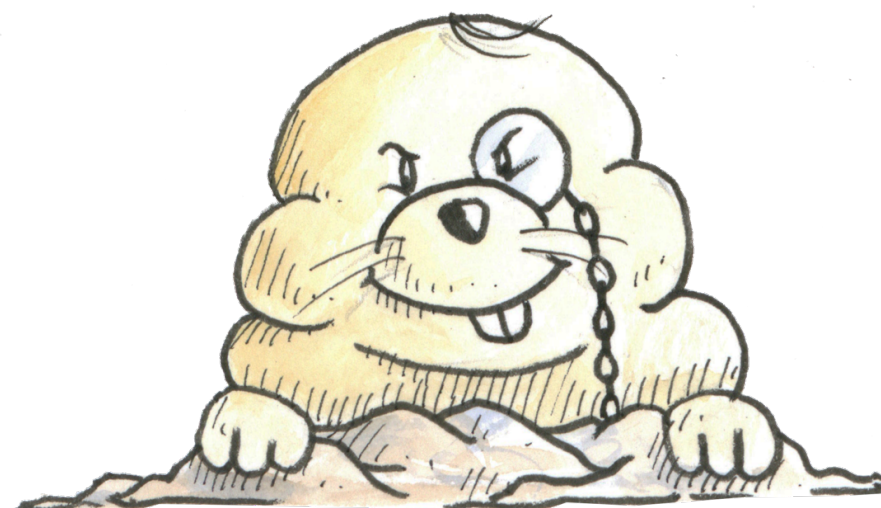
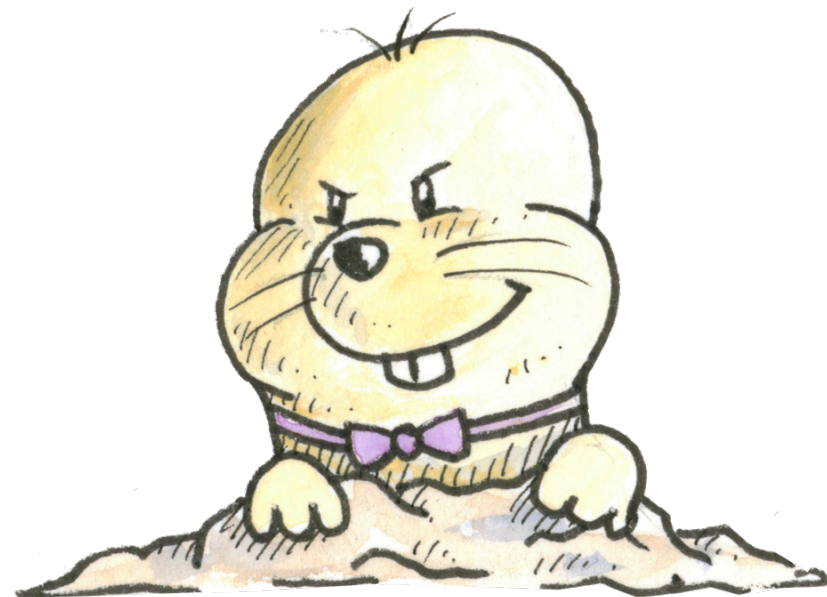
\$26.99 ~~\$28.99~~

★★★★★ (75)

A bug's life



Holy mole field



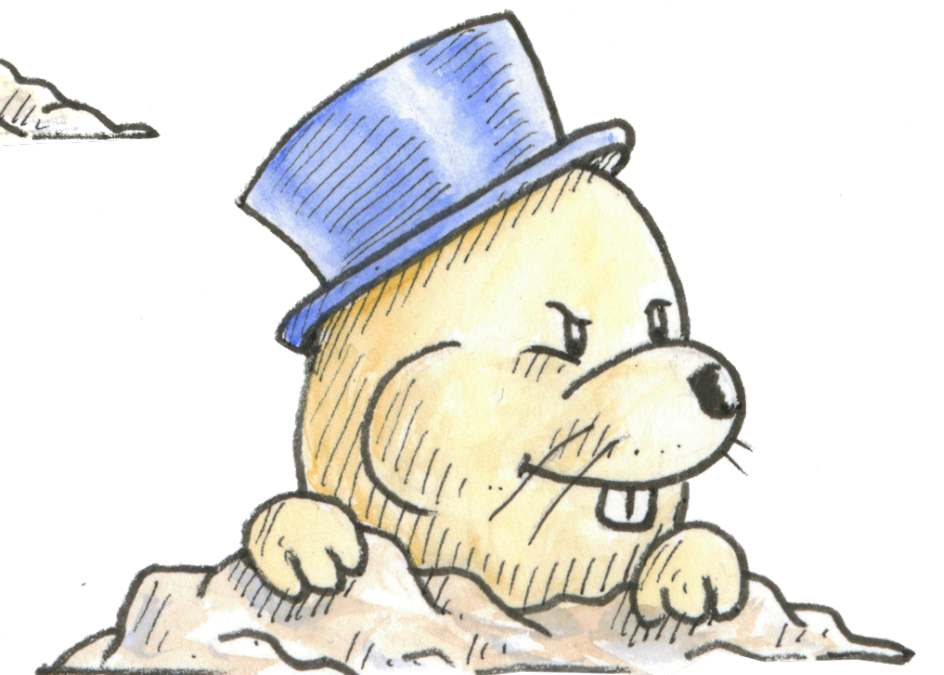
More Options: Color »

Wayfair Basics 10 Piece Non-Stick
Ceramic Cookware Set

by Wayfair Basics

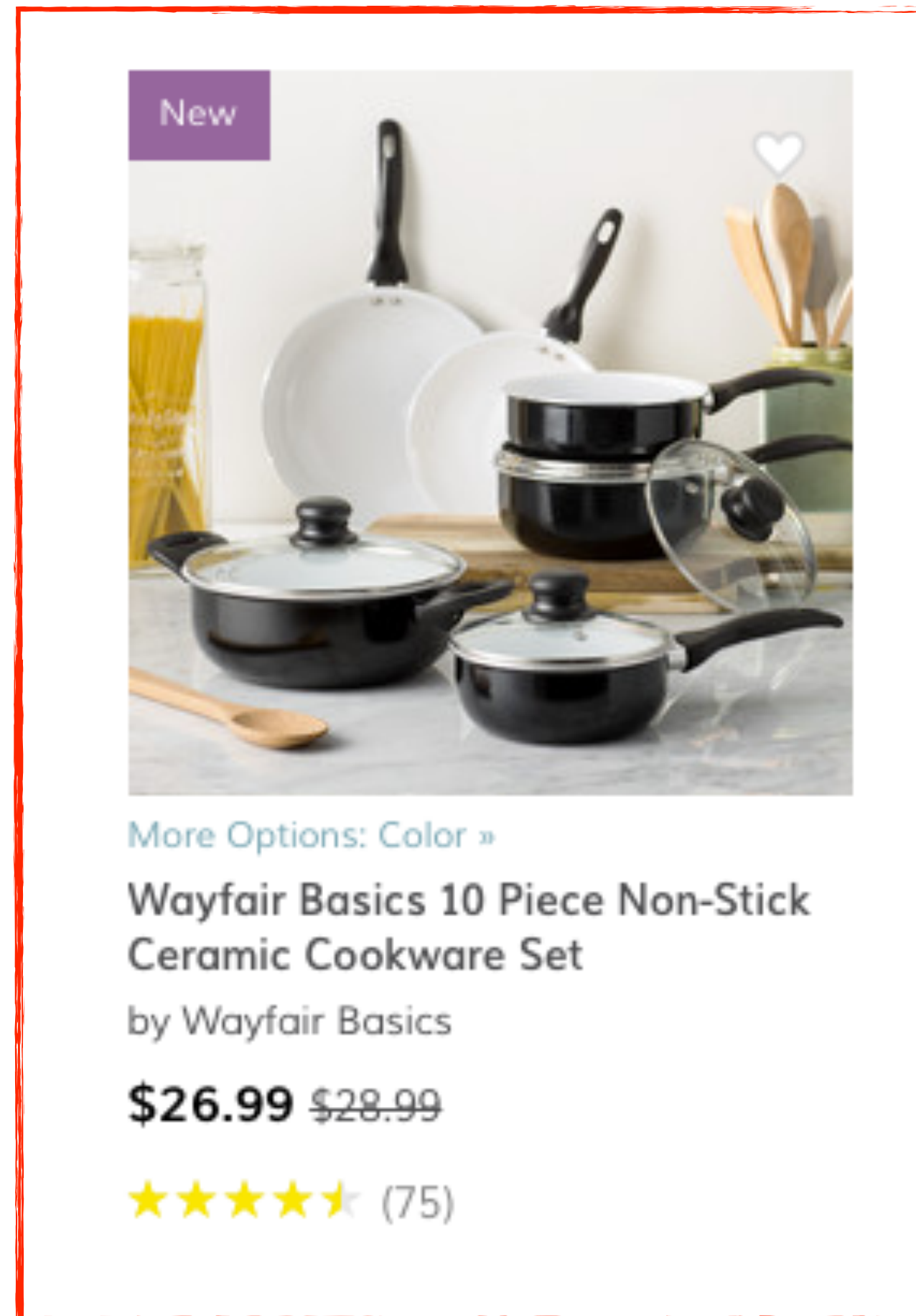
\$26.99 ~~\$28.99~~

★★★★★ (75)

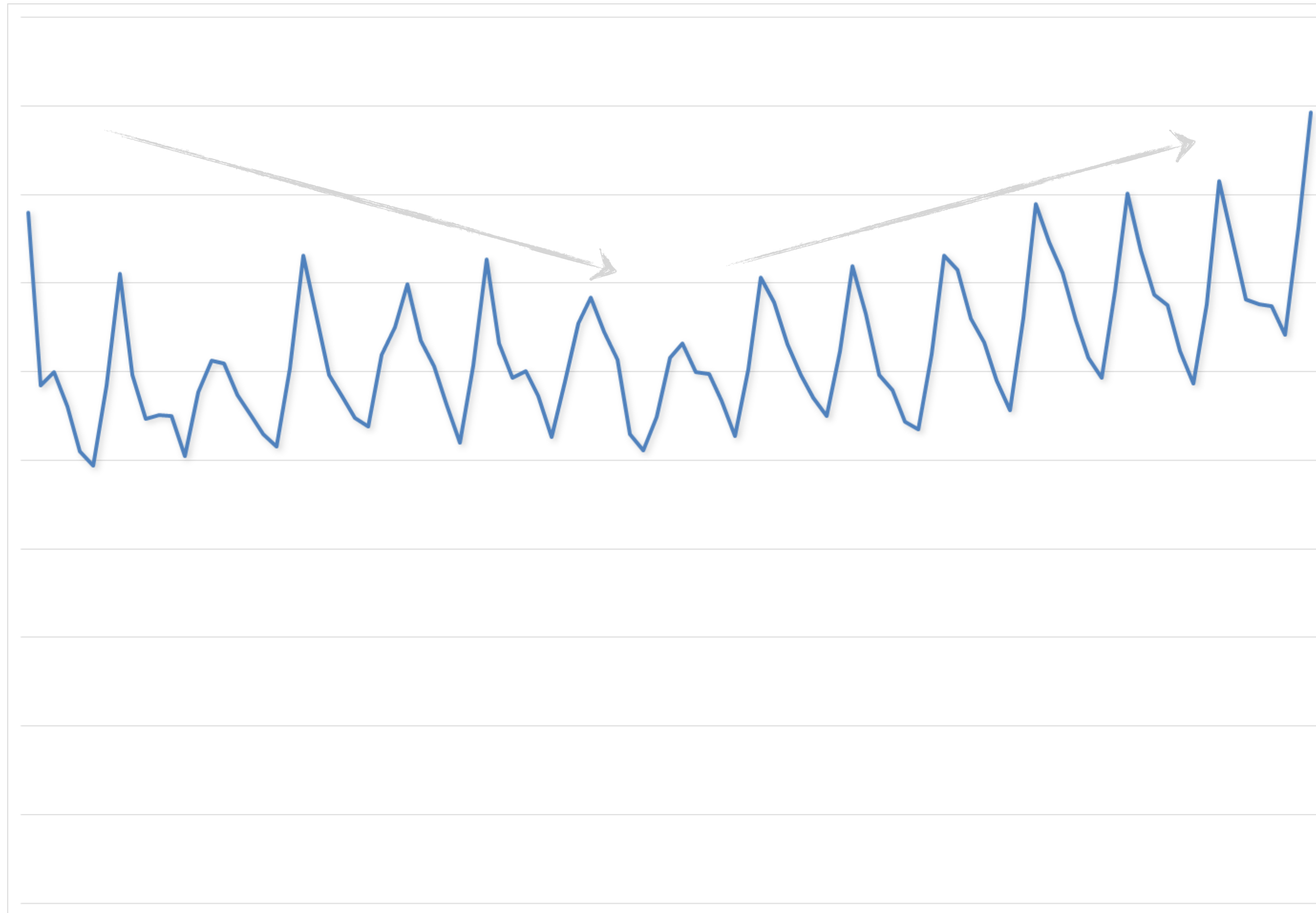


Octogintupled the links on
page

Wrapped it up



Traffic came back



Exceptions
Exceptions
Exceptions

Low authority sites

Small sites

Building a Case



$$\begin{array}{l} \text{Average \$\$\$} \\ \text{value per} \\ \text{global link} \end{array} = \frac{\begin{array}{l} \text{Half non-branded} \\ \text{SEO revenue} \end{array}}{\begin{array}{l} \text{Average number} \\ \text{of links on page} \end{array}}$$

Link Value Calculator

www.doctormcawesome.com/link-calculator/

http://www.wayfair.com|

Submit

Number of
Links:

509

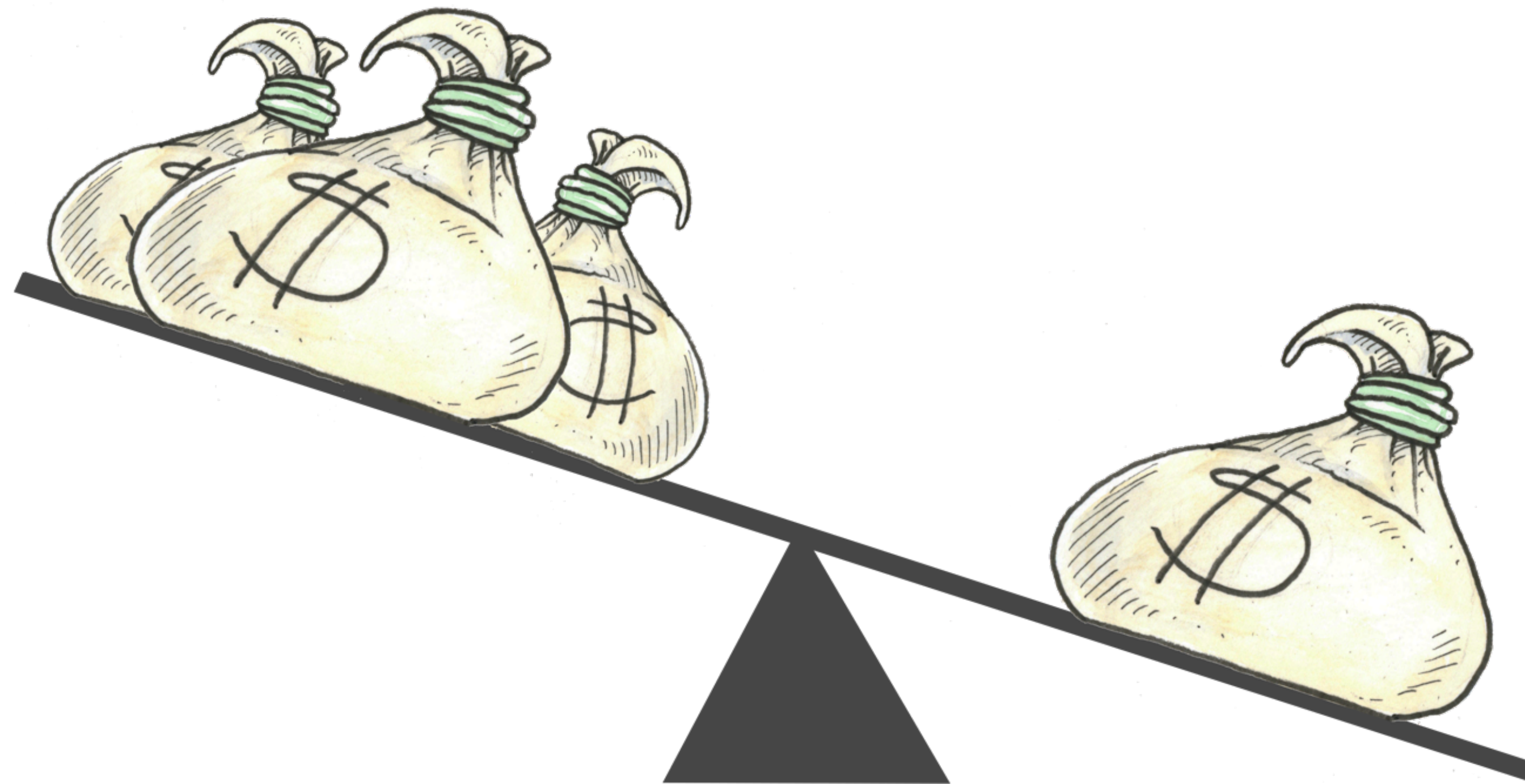
Value per
Link:

39.29

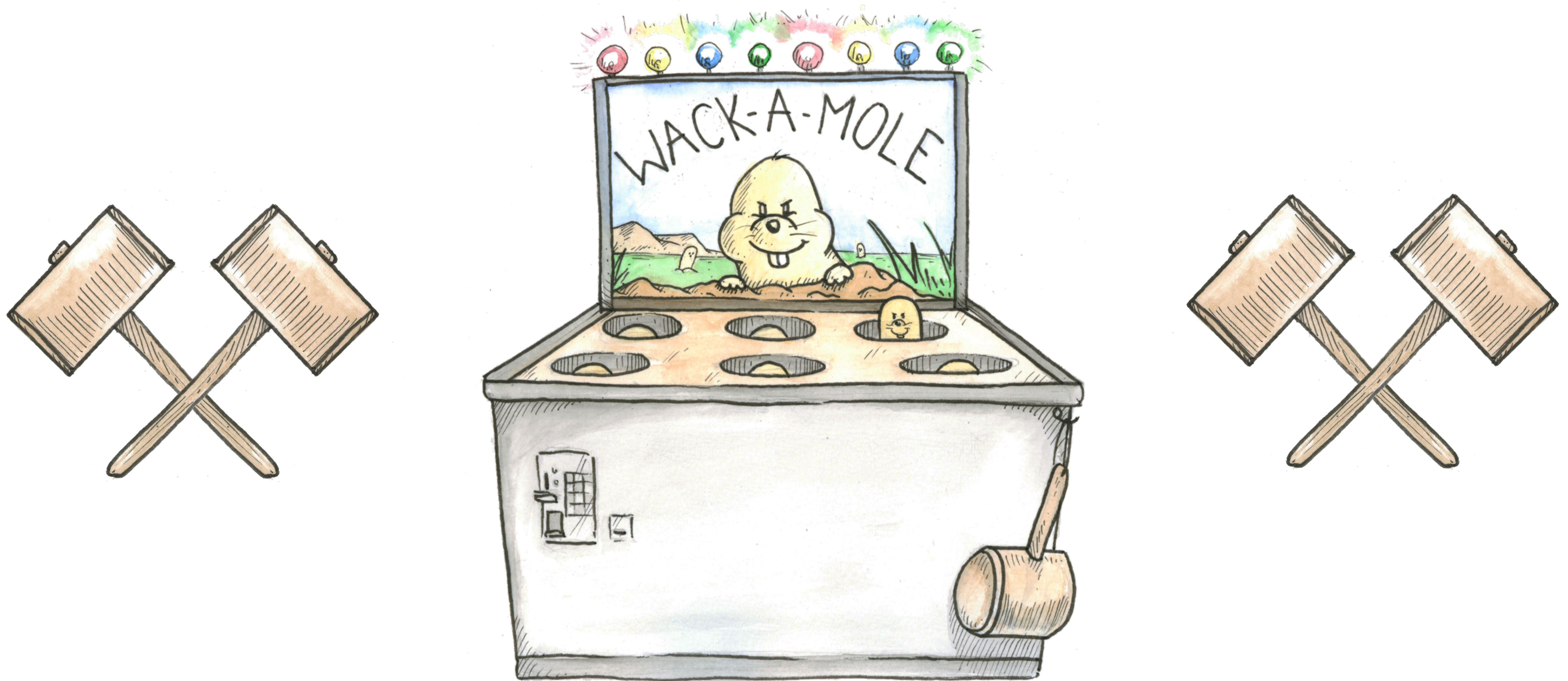
Value with
200 links:

100

Account for lost revenue



Remain vigilant!!!



Drawings by

www.JoeBrottmanArt.com

THANK YOU

ALEX STEIN

Wayfair @sonofadiplomat

MOZCON

2016