

How to Avoid Building Bad Links for SEO [Webinar] via @brentcsutoras

Discover actionable tips on how to scale up a high-impact link building program while lowering the risks of getting penalized.

/ 7 hours ago



The graphic is a dark blue rectangular banner with white and green text. In the top left, it says 'SEJ WEBINAR' with 'SEJ' in white and 'WEBINAR' in green. To the right of this is a logo for 'PURELINQ' with the tagline 'IN PARTNERSHIP WITH' above it and 'CONNECTION LINK BUILDING SOLUTION' below it. The main title 'How to Identify Site Quality for Link Building' is in large white font. Below the title, the date and time 'Wednesday, July 15 at 2 PM Eastern' are in green. At the bottom left, the name 'Kevin Rowe' is in white, followed by a vertical line and the 'PureLinq' logo in green. On the right side of the banner is a square portrait of a man with a beard and brown hair, smiling.

SEJ WEBINAR

IN PARTNERSHIP WITH
PURELINQ
CONNECTION LINK BUILDING SOLUTION

How to Identify Site Quality for Link Building

Wednesday, July 15 at 2 PM Eastern

Kevin Rowe | **PureLinq**

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How to Identify Site Quality for Link Building

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How to evaluate a site for “quality” is among the most misunderstood concepts in SEO.

Getting this wrong can result in you leaving sites out of your outreach that can drive ranking or worse, including sites that will provide no value or potentially get you penalized.

Join our next Search Engine Journal webinar on Wednesday, July 15, at 2 p.m. ET as Kevin Rowe, Founder and CEO at PureLinq, offers tips on how to scale up a high-impact link building program while lowering risks.

We will go through an in-depth analysis of what website elements need to be evaluated in order to determine “site quality” for link building.

In this presentation, you will learn:

- **How to analyze a site for quality.**
- **What are the key areas of a site to review.**
- **What is the difference between metrics vs. quality reviews.**

I will host a live Q&A session following the presentation.

See you soon!

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