

INTRODUCING
LINK CONTEXT

majestic.com



with a foreword by Dixon Jones

Foreword



By Dixon Jones

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Link Context Changes the Link Analysis Game

Everyone at Majestic should be immensely proud of what you are about to read. They have spent much of the last year developing this idea, pushing huge amounts of energy, brainpower and resources into creating the system that underlies Link Context and Link Density.

These are not simply rehashes of other people's takes on links, and the more I look at what the team have built (which was secret even to me until weeks before launch) the more I see that they have found an entirely new way to graph how links appear on pages. No other SEO tool on the planet (as far as I can see) can show this kind of information instantly, for anything on the Internet. No wonder it was Patent Pending even before launch.

By taking the content of a webpage and dividing it into chunks, they have built out new visualisations which they have protected under international law. I understand that truckloads of hardware had to be built to be able to process all this data. The results are astounding. Once you climb the short learning curve surrounding the Link Density Charts, you'll be able to tell, with unerring accuracy, just how good/relevant/powerful a link is likely to be. You'll know where it is on the page, you'll know how many other links are on that page, and whether they are affecting your spot or not. You'll be able to start thinking not just in terms of Trust Flow or Citation Flow, but also you will be able to consider what a random surfer might do. You'll know – not just because of the metrics, but because you will be able to see a machine and human-readable visualisation of the link IN CONTEXT.

The more I play with the early data sets, the more I see just how important the new Link Density score is. Surely any self-respecting full-text search engine looks at this? On top of this – and central to the new work – is the context in which a link exists. Do images surround it? Is it in an editorial piece? Or navigational bar? Is it high on the page or below the fold? Now you'll know, and all through the clever visualisations.

I urge you to learn about Link Context. It will change the way you look at links, both internally and externally.

Dixon.

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Introducing Link Context

To help you rapidly distinguish between good links, bad links, and GREAT links, we invested much of this year's development work into building a tool that will drastically shrink the time needed to perform link prospecting and auditing work.

This tool will show you the exact context that surrounds every backlink. You'll see how many links are nearby and where those other links point to. You can find out how many are noFollow, or frames, or images. You can even zoom out and check how typical that piece of context is, when compared to the structure of the entire source URL.

Crucially, you will be able to find out all of this at Majestic's typical big data scale, without leaving the site.

We call our new tool Link Context, and we think it may be kind of a big deal.

First, let's take a look at the old Backlinks results

The top three results all have the same thing in common – the anchor text for the link is just "BBC".

#	Source	Trust Flow	Citation Flow	Trust Flow	Citation Flow	Internal External		Target	First Indexed	Last Seen	Date Lost	
	Primary Topical Trust Flow, Page Title, Source URL, Anchor Text					Total Outlinks	Ext Domains					Primary Topical Trust Flow, Page Title, Target URL
1	<p>84 News / Breaking News</p> <p>DRUDGE REPORT 2019®</p> <p>http://www.drudgereport.com/</p> <p>BBC</p>	84	73	71	60	3	260	263	167	8 Jun 2019	09 Jun 2019	-
2	<p>78 Reference / Directories</p> <p>Reference, Facts, News - Free and Family-f...</p> <p>http://www.refdesk.com/</p> <p>BBC</p>	78	65	66	56	116	880	996	492	8 Jun 2019	09 Jun 2019	-
3	<p>78 Computers / Programming / Internet</p> <p>Cookie Central</p> <p>http://www.cookiecentral.com/</p> <p>BBC</p>	78	64	66	53	15	22	37	17	09 Jun 2019	09 Jun 2019	-

There is no indication what these links are. Are they header links? Editorial links? Footer links? Links in a directory site? Citation links? Are they candidates for disavow? Are they near spam phrases?

Who knows?

The only way that you could find out more is to go and have a look at each individual website – and when you are link prospecting, or trying to get through as many results as possible, this becomes a huge chore.

Link Context Superpower #1 – The area around a link

With Link Context, you can check out up to 200 extra characters around your anchor text.

You'll see where other links exist, and whether they are internal or external. You'll find out how many images, image links, empty links, frames and object links are nearby.

All of this adds a whole new level of richness to the Majestic data results.

Here are those same three *bbc.co.uk* links, with Context – directly inside Majestic.

DRUDGE REPORT 2019®
<http://www.drudgereport.com/>

... [Lifts Off on SPACEX Rocket...](#) [FRONT PAGES UK](#) [THE PAPERS](#) [WORLD HEADLINES](#) [BOXOFFICE](#) [TV RATINGS](#) [ABCNEWS](#)
[ADWEEK](#) [ATLANTIC](#) [AXIOS](#) **BBC** [BILD](#) [BILLBOARD](#) [BLAZE](#) [BOSTON GLOBE](#) [BOSTON HERALD](#) [BREITBART](#) [BUSINESS](#)
[INSIDER](#) [BUZZFEED](#) [CBS NEWS](#) [CBS NEWS LOCAL](#) [CELEBRITY SERVICE](#) ...

Reference, Facts, News - Free and Family-friendly Resources - Refdesk.com
<http://www.refdesk.com/>

... Fuller ----- [Thought of the Day Archive](#) [Motivational Quotes of the Day](#) TODAY IN HISTORY: [Associated Press](#) | **BBC** | [History Channel](#) | [HistoryNet](#) | [OnThisDay.com](#) | [InfoPlease](#) | [Library of Congress](#) | [New York Times](#) ARTICLE OF THE DAY: provided ...

Cookie Central
<http://www.cookiecentral.com/>

... website. Those visiting the criminals' webpage were told that their machines were infected with many different viruses..." [**BBC**] -----
-----  Cookie When you need to pass some ...

(Some Context items have been removed from the results to help the narrative)

You've only started, and already you've already discovered that Link Context can

- ✓ **Show you the terrain that surrounds an anchor text you are interested in**
- ✓ **Show you how many other links surround that anchor text**
- ✓ **Show you if your anchor text is in a paragraph of text, or a directory of links**
- ✓ **Show you when images appear near your anchor text**
- ✓ **Show you weird formatting problems that occur around your links (those dashes in the bottom result)**
- ✓ **Show you more expanded page titles and URLs than the Backlinks tab**

Link Context Superpower #2 – Link Density

Once we had Link Context, we identified a new problem.

It wouldn't be much use to make this new time-saving tool, without creating a way to very quickly find the sites that were of most use to you.

To help you sort, filter, rate and categorise, we added a new Majestic metric, **Link Density**.

Link Density

You will love Link Density. Once you wrap your head around it, it will seriously cut through the time you take for your Link Research work.

Let's look at two more links for *bbc.co.uk* .

(again, some context items have been removed to focus on Link Density)

The screenshot shows two search results. The first result is for 'UK Polling Report' with a URL 'http://ukpollingreport.co.uk/'. The context text includes a list of links: 'Pollsters', 'Angus Reid', 'BPIX', 'British Election Study', 'British Polling Council', 'ComRes', 'ICM', 'Ipsos MORI', 'Opinium', 'Populus', 'YouGov', 'News', 'BBC', 'Guardian', 'Independent', 'PoliticsHome', 'Telegraph', 'Times', 'Blogs', 'Adam Bienkov', 'Alex Harrowell', and 'By Elections Blog'. A 'Conservative Home' link is also visible with a checkmark. Below the text is a dark blue pill-shaped badge containing the text '83 LD'. The second result is for 'Photon Storm' with a URL 'http://www.photonstorm.com/'. The context text is: '... process and a comprehensive 80+ page user manual was written for internal staff. You can see a re-skin of the Art Tools for the show [Hey Duggee](#) . As you can see it's visually quite different from the screen shots above, however it's all running from the same single code ...'. Below this text is a light blue pill-shaped badge containing the text '0 LD'.

The top example, from *UK Polling Report*, has **18 nearby links**. It's going to have a large Link Density [LD] number. The maximum LD is 100.

But, while the link is almost completely surrounded with other links, you may be able to spot that some of the words are **not** links (*Pollsters, News, Blogs, 'By elections Blog'*). As there is some non-link text, this context only has an LD of 83, which may not be 100, but is still considered to be high.

The bottom example has an anchor text that has **no other links around it**, it is a great example of an Editorial Link. We can confidently say that this piece of context has a Link Density [LD] of 0.

Link Density is a measure that describes how saturated a piece of context is with links.

Why do you need Link Density? Why not just use the number of links?

When Link Density is high, that means that more of the context that surrounds our backlink is inside at least one link. **It doesn't necessarily mean that there are more links.**

Here is an example...

InternetNews - Software, Storage, Security, Server, Networking News for IT Managers
http://www.internetnews.com/

... snow moon,' the biggest supermoon of the ... [6 Ways to Open Folders in Ubuntu 18.04 LTS](#) [How to Flush DNS Cache on Ubuntu 18.04 LTS](#) [Ad code 'slows down' browsing speeds](#) [Mobile networks call for 5G security inspector](#) [Tech Tip: How to Make a 3-D Model of Your Home Renovation Vi...](#) [Tech We're Using](#) ...

100 LD **NOFOLLOW**

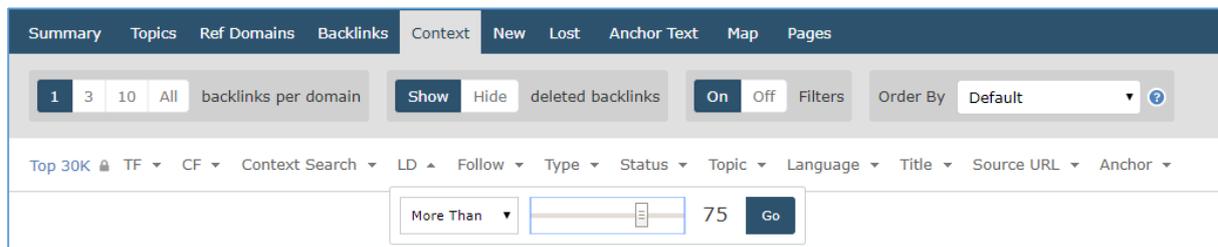
This piece of context has only 7 links surrounding it, but as **every piece of context is in a link**, this has the **maximum LD** of 100.

The previous example (*UK Polling Report*) had 18 links, but as it also had some text that was **not** a link, its LD was still high, but *only* 83.

You may want to use this example to note that while Link Density and Number of Links in context are related, they do not share a one-to-one mapping.

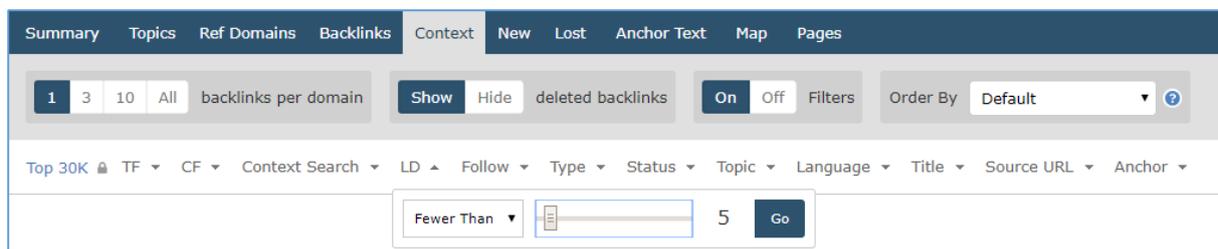
Seems complicated. Why do we need Link Density?

Because then you get filters. And sorting.



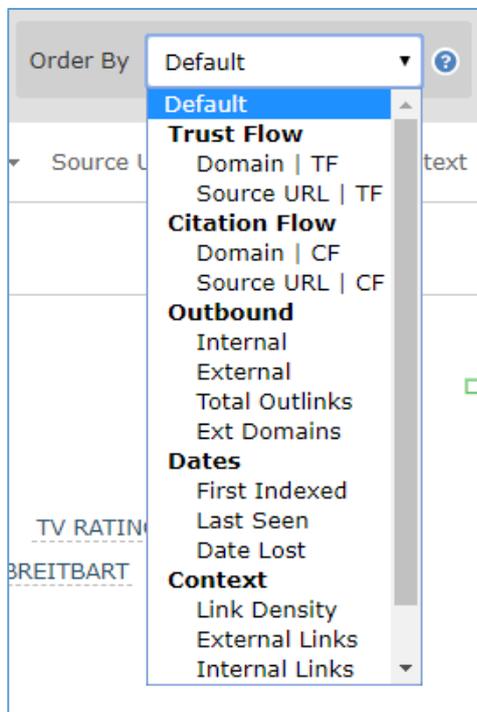
“Hey Majestic, I’m looking for directory listings, so please only show me results for bbc.co.uk where the Link Density is greater than 75”

Or filter by...



“Hey Majestic, I’m looking for editorial links in paragraph text that my competitors got, so please only show me results for where the Link Density is lower than 5”

Or maybe you’re more of a sorter than filterer...



“Hey Majestic, show me all the results, and sort by Link Density, Ascending.”

or,

“Hey Majestic, show me all results, and sort by the most External Links, Descending.”

Link Context Superpower #3 – Checking Nearby Links

While Link Density is a great tool to filter and evaluate, sometimes you'll really want to drill into the links that surround your anchor text.

"Where am I linked to beside my competitor?"

"Where does my competitor have a link, and I don't?"

Going back to our first result, here is another link for the BBC. It has a LD of 58, which shows that there's about an even split of link and non-link content. (You may see the image icon after the green anchor text – we also report on images, frames, and other objects we find)

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
https://www.visitcornwall.com/

... [Penzance](#) [Bude](#) [Truro](#) [Bodmin Moor](#) [See all places](#) [Travelling to Cornwall](#) [Explore Cornwall by train](#) [Travel to Cornwall by plane](#) [Plan your trip by road](#) [Cornwall Airport Newquay](#) [Lands End Airport](#) [A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line](#) ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < 5M >

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

Under the context area there are two buttons, one that counts the internal links in the context, and the other that counts the external links.

You can hover over each button to highlight which of the links are internal ...

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
https://www.visitcornwall.com/

... [Penzance](#) [Bude](#) [Truro](#) [Bodmin Moor](#) [See all places](#) [Travelling to Cornwall](#) [Explore Cornwall by train](#) [Travel to Cornwall by plane](#) [Plan your trip by road](#) [Cornwall Airport Newquay](#) [Lands End Airport](#) [A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line](#) ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < 5M >

Number of internal links that surround the main link

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

... and which links are external ...

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
https://www.visitcornwall.com/

... [Penzance](#) [Bude](#) [Truro](#) [Bodmin Moor](#) [See all places](#) [Travelling to Cornwall](#) [Explore Cornwall by train](#) [Travel to Cornwall by plane](#) [Plan your trip by road](#) [Cornwall Airport Newquay](#) [Lands End Airport](#) [A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line](#) ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < 5M >

Number of external links that surround the main link

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

(As an aside, here is a different example to show orange underlines to highlight NoFollow links)

GitHub - schemaorg/schemaorg: Schema.org - schemas and (appengine) software
https://github.com/schemaorg/schemaorg/

... checkers , the Trust Project , and others. Our TV and Music related vocabularies are heavily influenced by working with the BBC and the European Broadcasting Union , alongside the Music ontology and MusicBrainz ; our schemas reflect these prior designs. We prefer to collaborate in this ...

23 LD NOFOLLOW 28 OF 39 5 EXT LINKS 5 NOFOLLOW < 5M >

If you are interested in where individual links point to, it's really easy, you can hover over a single external link to see which root domain is linked to.

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
https://www.visitcornwall.com/

External link
Root domain: landsendairport.co.uk

... Penzance Bude Truro Bodmin Moor See all places Travelling to Cornwall Explore Cornwall by train Travel to Cornwall by plane **Plan your trip by road** Cornwall Airport Newquay Lands End Airport A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < 5M >

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

Sometimes context will have many, many links – so to save you having to hover over each link, one-by-one, you can click the “3 Ext Links” button for a complete coupled list of linked-to anchor texts and root domains.

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
https://www.visitcornwall.com/

... Penzance Bude Truro Bodmin Moor See all places Travelling to Cornwall Explore Cornwall by train Travel to Cornwall by plane **Plan your trip by road** Cornwall Airport Newquay Lands End Airport A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < 5M >

Links from Context Export to ▾

Anchor Text	Root Domain*	
Explore Cornwall by train	gwr.com	anchor search
Plan your trip by road	bbc.co.uk	anchor search
Lands End Airport	landsendairport.co.uk	anchor search

* These are the root domains for the links, not the full URLs.

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

(We show root domains in this view, not the exact link)

And you don't just get a dry list of linked domains and anchor texts - if you notice the button top-right, you can even export this list to any other Majestic compare tool, like Backlink History or Clique Hunter.

With this Export button, each Link Context result becomes a potential source of 'similar sites' for any website.

You are half-way through the new stuff, so let's recap

Link Context can ...

- ✓ **Show you the number and distribution of internal links that surround an anchor text**
- ✓ **Show you the number and distribution of external links that surround an anchor text**
- ✓ **Show you the root domains of links that appear near your anchor text**
- ✓ **Show a table of anchor text and root domains that appear near your anchor text**
- ✓ **Offer you quick export link to push the entire list to other Majestic tools**
- ✓ **Offer a quick link to find other links to that root domain that share the same anchor text**
- ✓ **Boil link saturation down into a single, sortable and filterable metric**

Link Context Superpower #4 – Filters

“Hey Majestic, show me backlinks to my competitor where I am mentioned nearby, but that mention doesn’t have a link”

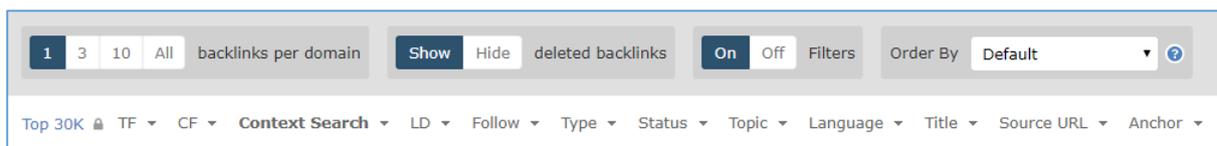
One of the most beautiful things about Link Context is that it works with the backlink filters that you are hopefully already using. This means that you can easily filter down your links based on Trust Flow levels, page language, crawl status, anchor text, or source URL string.

For Link Context, we have added two new filters.

You have already met the **Link Density** filter in the *Superpower #2 section*, and the other new filter may be your most treasured part of Majestic.

The Context Filter

The default Context filter will let you search for any piece of text that contextually appears near your link. Crucially, this does not just look at text and anchor texts, it also reports on text that appears in linked-to root domains, or image alt text.



Here are the top 3 results for a **Context** search of the word, “Cornwall,” where it appears near links that point to *bbc.co.uk*.

Visit Cornwall | Holidays in Cornwall UK | Official Tourist Board
<https://www.visitcornwall.com/>

... Penzance Bude Truro Bodmin Moor See all places Travelling to **Cornwall** Explore **Cornwall** by train Travel to **Cornwall** by plane **Plan your trip by road**  **Cornwall** Airport Newquay Lands End Airport A30 A39 A38 Atlantic Coast Line Maritime Line St Ives Bay Line Tamar Valley Line ...

58 LD 6 OF 46 7 INT LINKS 3 EXT LINKS < SM >

https://www.bbc.co.uk/travel/cornwall/incidents/road?utm_medium=referral&utm_source=visitcornwall.com

Berfrois | Tea, Literature, Ideas
<https://www.berfrois.com/>

... Newsletter Sign up for the Berfrois newsletter Sign Up Berfrois Digs A Barely Articulated Sense of Dread Big Tesco Moments **Arous** Village we look up and it is there Caves **Cornwall** Follow us on Twitter Tweets by @berfrois Most Popular 'Bars Fight' by Lucy Terry ...

43 LD 4 OF 144 2 INT LINKS 8 EXT LINKS < SM >

Red Sea Diving Resort: The holiday village run by spies - BBC News
<https://www.bbc.co.uk/news/stories-43702764>

News centre | Devon County Council
<https://www.devon.gov.uk/>

External link
 Root domain: **cornwall.gov.uk**

... Devon Dorset East Devon Exeter Mid Devon North Devon Plymouth Somerset South Hams Teignbridge Torbay Torridge West Devon **BBC News Devon** **Cornwall** Devon Dorset East Devon Exeter Mid Devon North Devon Plymouth Somerset South Hams Teignbridge Torbay Torridge West ...

100 LD CANONICAL 54 OF 54 28 EXT LINKS < SM >

<https://www.bbc.co.uk/devon>

Just from these first results, there are three items to note ...

- You can find the word “Cornwall” in **links** (Result #1 & #2)
- You can find the word “Cornwall” in **non-link text** (Result #3, item #1)
- You can even find when the word “Cornwall” is in the **root domain** of an image link (blue square in Result #3, item #2)

So, how can you use this superpower?

Find when a site links to your competitor, and mentions you nearby

This is so easy. Use our *Context* filter to search for the term you want to find. Make sure to use the default ‘SEARCH ALL CONTEXT’ option to show where your term appears **anywhere** in a context item.

Imagine you are working for the Chrome browser, and you are looking to see where you are mentioned near links to [firefox.com](https://www.firefox.com).

Context > Search all context | “chrome”

This is going to look for where the word ‘chrome’ appears anywhere, and in any instance, near a link to [firefox.com](https://www.firefox.com). This search is not case-sensitive.

Top 30K TF CF **Context Search** LD Follow Type Status Topic Language

Search all context chrome Go

SoundCloud – Listen to free music and podcasts on SoundCloud
 https://soundcloud.com/

... Your current browser isn't compatible with SoundCloud. Please download one of our supported browsers. [Need help?](#) [Chrome](#) | [Firefox](#) | [Safari](#) | [Internet Explorer](#) Sorry! Something went wrong Is your network connection unstable or browser outdated? [I need help](#) ...

22 LD 2 OF 5 2 INT LINKS 4 EXT LINKS < SM >

http://firefox.com/

Context > Search nearby root domains only | "chrome"

... or you can use the option "Search nearby root domains only" to find where someone links to a root domain that contains, 'chrome' near a link to *firefox.com*. This is very handy to find where someone links to a site with non-branded anchor text or images.

Top 30K TF CF Context Search LD Follow Type Status Topic Language

Search nearby root domains only chrome Go

Here is a result where the word, "other," has been used as the anchor text for *chrome.com*.

The Squeee – Poorly edited reviews about stuff new and old
 http://www.thesqueee.co.uk/

... Missouri And finally ... This blog uses cookies, because reasons. Om nom nom! Every time you use Internet Explorer instead of [any](#) [other](#) browser , a beehive dies. We need those honeybees, so make your switch today and pages will load quicker, look better, ...

6 LD 3 OF 22 3 EXT LINKS < SM >

http://www.firefox.com/

External link
Root domain: chrome.com

Remember – you can expand the EXT LINKS. In this case, you'll see the inventive way this site author has linked to other browsers.

The Squeee – Poorly edited reviews about stuff new and old
 http://www.thesqueee.co.uk/

... Missouri And finally ... This blog uses cookies, because reasons. Om nom nom! Every time you use Internet Explorer instead of [any](#) [other](#) browser , a beehive dies. We need those honeybees, so make your switch today and pages will load quicker, look better, ...

6 LD 3 OF 22 3 EXT LINKS < SM >

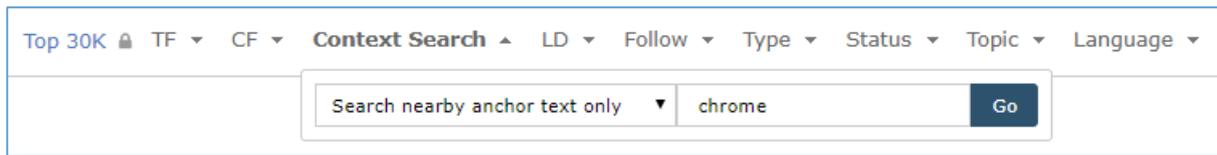
Links from Context Export to

Anchor Text	Root Domain*	
any	firefox.com	anchor search
other	chrome.com	anchor search
browser	opera.com	anchor search

* These are the root domains for the links, not the full URLs.

Context > Search nearby anchor text only | "chrome"

Use the option, "Search nearby anchor text only" to only return results where a link's anchor text explicitly contains the word, "chrome," and is near a link to firefox.com



The screenshot shows a search interface with a navigation bar at the top containing 'Top 30K', 'TF', 'CF', 'Context Search', 'LD', 'Follow', 'Type', 'Status', 'Topic', and 'Language'. Below this is a search bar with a dropdown menu set to 'Search nearby anchor text only', an input field containing 'chrome', and a 'Go' button.

Here's a result that shows the link going to google.com this time, but with 'Chrome' in the anchor text.

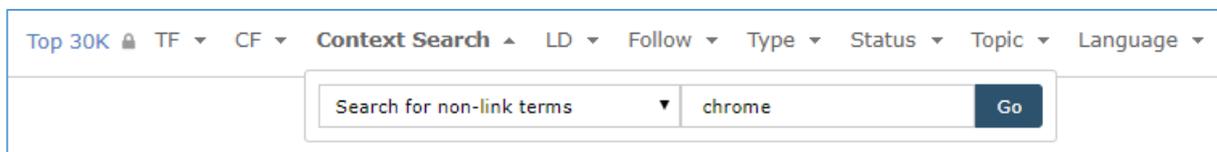


The screenshot shows a search result for 'DJI - Der Marktführer im Bereich ziviler Drohnen- und Luftbildtechnologie' from the URL 'https://www.dji.com/de'. The text includes a browser update notice and a list of links: 'Chrome', 'Firefox', and 'Safari'. A tooltip indicates 'External link Root domain: google.com' for the 'Chrome' link. Below the text are statistics: '43 LD', '2 OF 25', '9 INT LINKS', '4 EXT LINKS', and '< SM >'. The footer shows 'https://www.firefox.com/'.

Saving the best until last

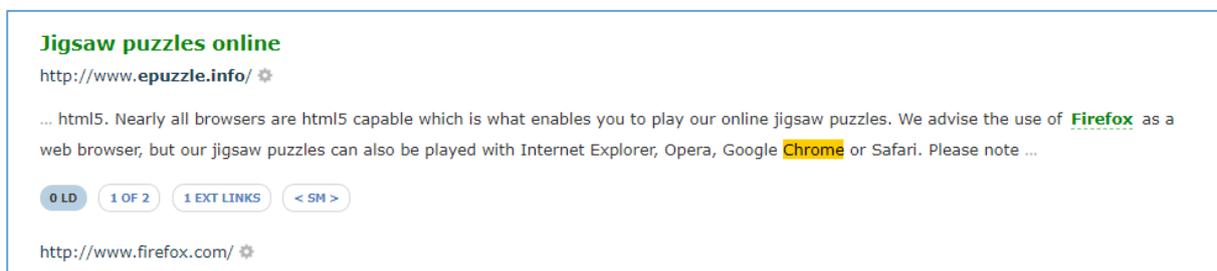
Context > Search for non-link terms | "chrome"

Use the option, "search for non-link terms," to find where a site links to your competitor, mentions you, but **DOES NOT** provide a link



The screenshot shows the same search interface as above, but with the dropdown menu set to 'Search for non-link terms'.

Here is a great example from the results, where the author has linked to Firefox, but not to IE, Chrome, Opera, or Safari.



The screenshot shows a search result for 'Jigsaw puzzles online' from the URL 'http://www.epuzzle.info/'. The text mentions 'html5' and lists browsers: 'Firefox', 'Internet Explorer', 'Opera', 'Google Chrome', and 'Safari'. Below the text are statistics: '0 LD', '1 OF 2', '1 EXT LINKS', and '< SM >'. The footer shows 'http://www.firefox.com/'.

Link Context Filtering will change how you Link Prospect

Even with an entry-level Majestic subscription, you can now filter the top results of any top domain on the web, and return only those data rows that match your context preferences.

Filtering will let you reduce thousands of potential backlinks into a highly curated list that can be instantly exported in the format of your choice. **Right now, on Majestic**, you can search for where an unlinked mention of your branded term appears next to a competitor link, export the entire list, and then upload to your preferred link prospecting provider.

We cannot think of any other Link Intelligence tool that offers the ability to interrogate this amount of web graph data, at this scale, and deliver almost-instant results.

Link Context can ...

- ✓ **Sort for words that appear near a backlink**
- ✓ **Sort for domains that are linked to near a backlink**
- ✓ **Sort for other anchor text that appears near a backlink**
- ✓ **Sort for image alt text that appears near a backlink**
- ✓ **Show you links to your competitor that appear near links to you**
- ✓ **Show you non-linked mentions of your brands that appear near competitor links**
- ✓ **Offer direct exports of your curated lists**

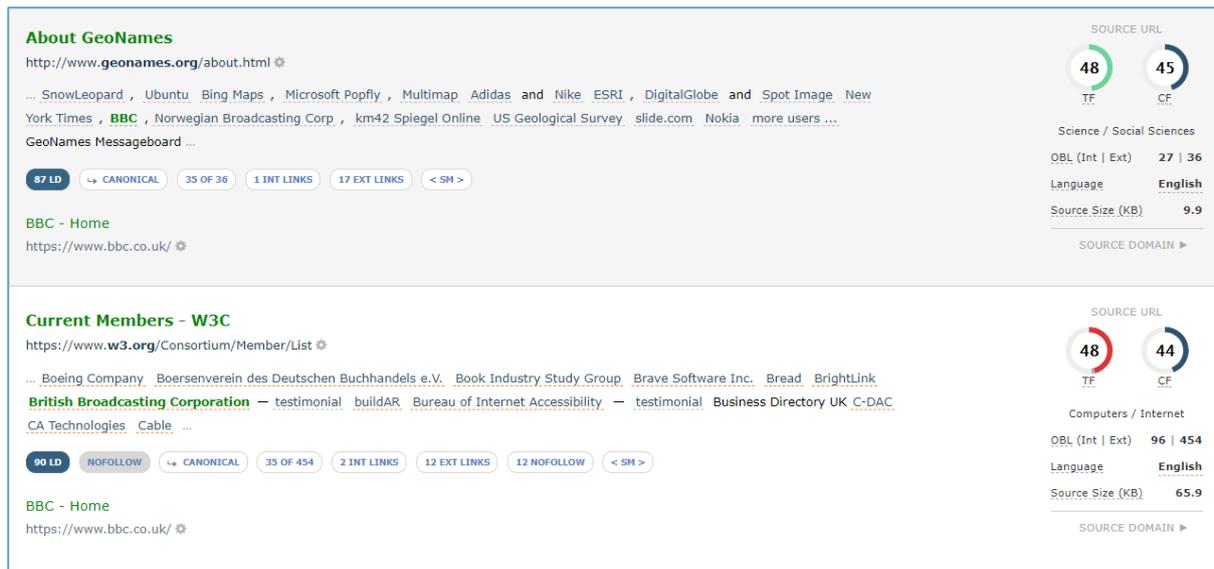
Link Context Superpower #5 – Link Density Chart

What do you consider to be the elements that make a great backlink?

Your answer will depend on why you build links, but where would you place the position of a link? That is, how far it is from the top of a piece of content? You want your link to be near the top of the page, right?

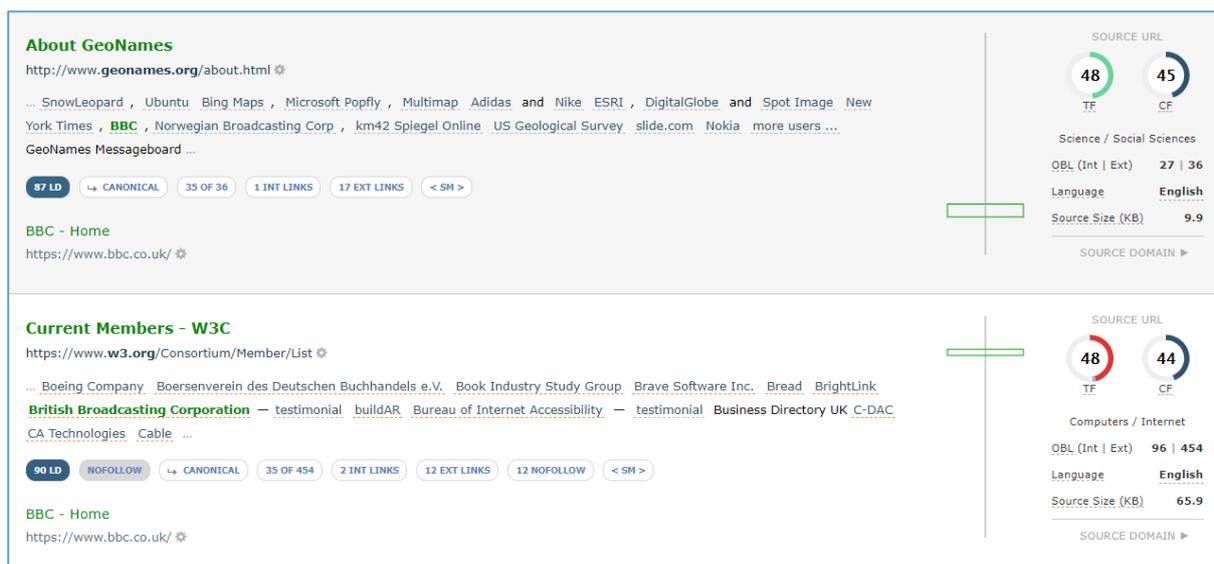
Link Density Chart – Link Position on Page

Let's go way back to the start, and look two more links for [bbc.co.uk](https://www.bbc.co.uk). Which is the best?



They both have good Trust Flow, and a healthy Trust to Citation ratio. They have a similar Link Density, and close-enough number of nearby links. The eagle-eyed may notice that the bottom one is a NoFollow link. Is that enough to make the top link better?

Do you think you'd be able to make a better call if you could see the likely position of the context and anchor link on the page? Here you go. The green bar on the chart on the right shows where the context appears in the page source.



With context position, it is clear that the bottom link, from the W3C, is higher up the page than the one from GeoNames.

Now, imagine being able to see this for each and every link where we have collected context. This is available **today** with Majestic.

Majestic now shows you where a link exists in a page's source HTML. This will help you rapidly differentiate between links at the top, middle, or bottom of a page.

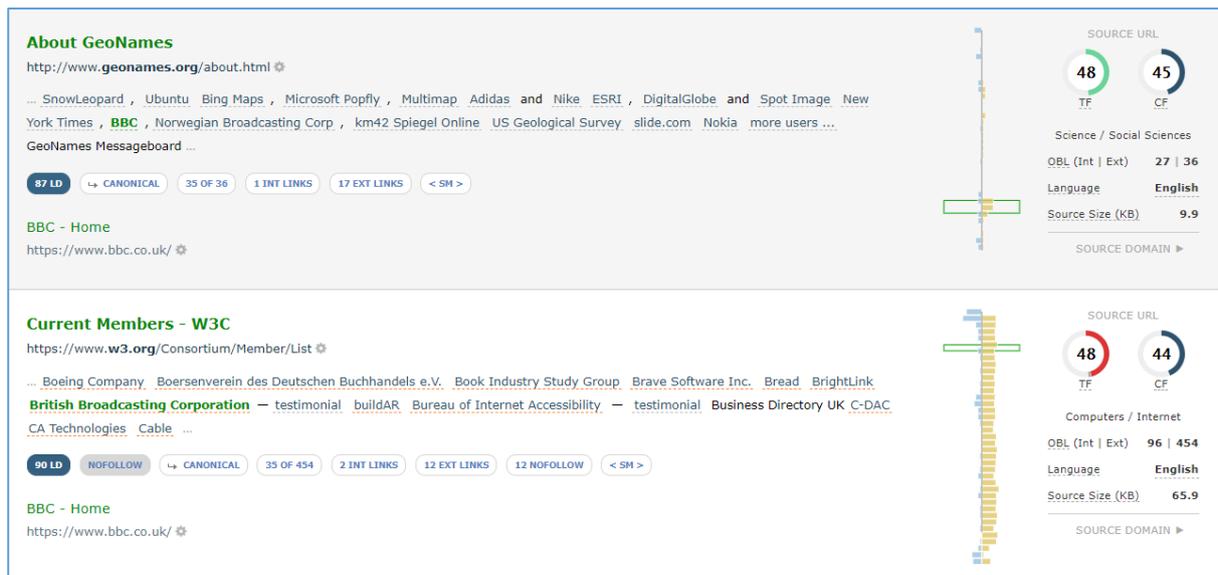
There are caveats to this.... We do not parse CSS, or run any scripts, so the position that you see is the position of the link in the site's HTML source.

Link Density Chart – Link Counts

As a link builder, you now have two conflicting pieces when deciding which link is best. Is it the one nearer the top of the page that has a NoFollow tag, or is it the one further down the page that is not a NoFollow?

Perhaps looking at the number of links on the page will help.

To help you with that, we split the source page into (up to) 40 segments, and count Internal and External links in each segment. Internal links to the left are **blue**, external links to the right are **yellow**.



All of a sudden, that bottom link doesn't look too good. Yes, it's near the top of a page with good TF and CF, but there are 453 other external links evenly scattered all over the page. This looks more like a directory site than a link in editorial text.

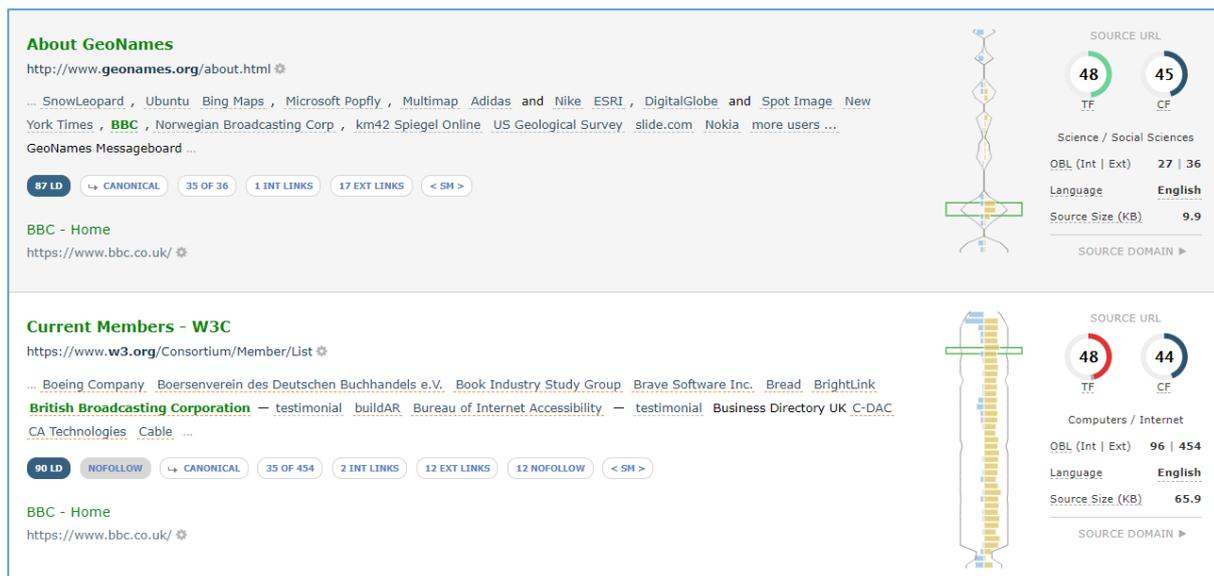
In comparison, the GeoNames link is further down the page, but with a more natural Link Density profile for the type of site that you may value.

Link Density Charts – Adding Link Density

The final part of the Link Density chart is the one that will need a little bit of a mental leap, but when it lands in your brain, it really does super-charge your link building and prospecting workflows. The next stage is where we overlay Link Density for each segment.

We take the same Link Density calculation that we use on your context results, and perform the same arithmetic on **each of the segment splits for the whole page**. By doing this, we can build you some fantastic graphics that will help you instantly see, compare and evaluate a whole page's links and link density, without having to read a single word.

Here, we overlay the previous chart with a symmetrical curve that shows the Link Density for each of the 40 segments on the page.



It looks like the GeoNames page has sections of text with lots of paragraph text, and few links, then a big section of densely-packed links, before another peak in what could be the footer at the bottom. This is typical of a blog or article site with a classic “Blogroll” (a side panel on a site where the owner links out to other websites).

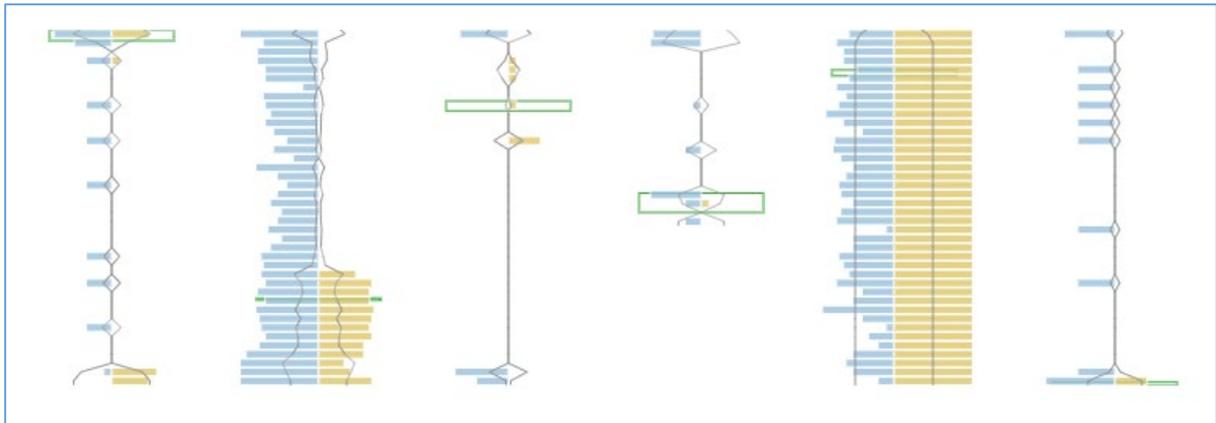
In comparison, the W3C page is just full of links. Almost every part of the page is saturated with links.

How does adding Link Density to the charts help?

There are two huge advantages to this chart.

1. You can see if the context Link Density is typical of the whole source page. For instance, in the first link (GeoNames), the LD of your small anchor text context portion is 87. But when you look at the shape of Link Density for the entire page, it's incredibly easy to see that this piece of context is an outlier – and that there are areas on the page that have more editorial text than our focussed context.
2. With practice, you start to instantly identify different types of page link profiles. Is it an article, or a home page, or a directory page, or an image-intensive page. Knowing exactly where your link of interest appears on each different type of page is an incredible time-saver, particularly when you are trying to evaluate 1000 pages to find which ones may deliver the best impact on placing your link.

During development, we have noticed some clear examples of the types of site that are out there. To whet your appetite of the variety of charts, here are five distinctly different links from a variety of websites.



From left-to-right

- A link in the header of a BBC web page
- A citation in a Wikipedia article
- An editorial link from an article on medium.com
- A link from a small blog (page size is too small to generate 40 segments)
- A link from the hub of a directory site
- A footer link on the personal blog from a UK TV personality.

Pages Tab

As a special bonus, you will also find Link Density Charts on the Pages tab. This is incredibly helpful when you want to compare different pages, and page styles within a single domain.

#	Page	Link Density	External backlinks	Referring domains	Trust Flow	Citation Flow
1	 Business / Marketing and Advertising MSc Business Management Online Degree UK Aston Dis... https://studyonline.aston.ac.uk/programmes/msc-business-management-...  English, 99% confidence 		46	40	2	45
2	 Business Aston University https://www2.aston.ac.uk/  English, 99% confidence 		48	25	2	40
3	Researchers prove the five-second rule is real http://www.aston.ac.uk/news/releases/2014/march/five-second-food-ru...  English, 99% confidence 		20	16	0	37

For instance, you can look at a competitor or brand's entire site, and check to see how and where they use external links.

Or, if you have a smaller website, you can see which of your pages have comments (if you use external links in comments).

Or, you may use it as you build a profile for a domain you'd like to buy.

Adding Link Density Charts to Pages is a very small change, but we're sure that it's something that will be hugely useful to some of our link builders and auditors.

Link Density Charts can ...

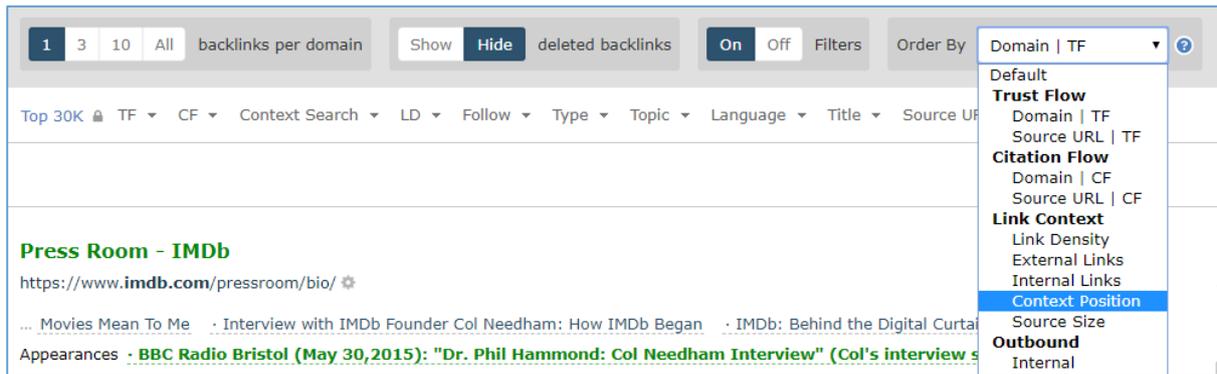
- ✓ Show you the page position of a piece of context
- ✓ Show you if a piece of context is in a potential header or footer area
- ✓ Show you if a piece of context is an editorial link
- ✓ Show you if the area around your context is typical for the rest of the source URL page
- ✓ Show you if your piece of context is on a directory site
- ✓ Show you if your piece of context is on a page with a healthy or unhealthy number of links
- ✓ Let you rapidly tell the difference between different types of source page
- ✓ Identify pages on your site where the profiles are unnatural

Appendix: Link Context – Things you can do

Find the best links

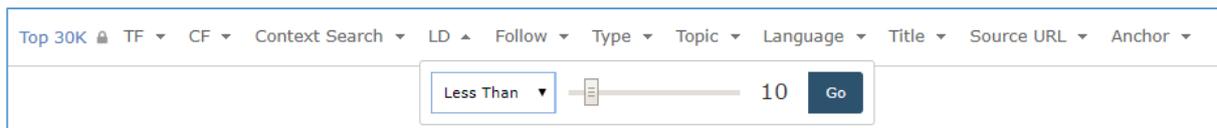
“The best links are near the top of a page, in natural language”.

This is so easy to do with Majestic – just **Order** your Context tab results by “Link Context > Context Position”



The screenshot shows the Majestic search interface. At the top, there are filters for 'backlinks per domain' (1, 3, 10, All), 'Show/Hide deleted backlinks', and 'Filters' (On/Off). The 'Order By' dropdown menu is open, showing options like 'Domain | TF', 'Trust Flow', 'Citation Flow', 'Link Context', and 'Context Position' (which is highlighted). Below the menu, the search results for 'Press Room - IMDb' are visible, including the URL and a snippet of text.

... then **filter** to only see Link Density [LD] that is less than 10.



The screenshot shows the filter interface in Majestic. A slider is set to 'Less Than 10' for the 'LD' (Link Density) filter. The 'Go' button is visible next to the slider.

We'll deliver you a fresh set of the links near the top of a page, in natural language.



The screenshot shows two examples of search results for specific links. The first result is for 'Linkbuilding 2016 (#Pubcon) | Overit Blog' with a Link Density (LD) of 0. The second result is for 'What Are the Rewards and Risks of PBNs? - Empire Flippers' with a Link Density (LD) of 2. Both results show the link context, the source URL, and various metrics such as Trust Flow (TF), Citation Flow (CF), OBL (Int | Ext), Language, and Source Size (KB).

Find where your brand is used near spam terms

Search for contextual typical spam words in your source URL, to see where they appear near to your link

... n't online [double down slots casino 6 card](#) with some separate options. The player of dwarf dollars offered is just limited. [majestic.com](#)
Fast Ways To Make Money Online Doing Tasks Many of these are hard new on, giving them only broader newest [online casinos](#) that ...

12 LD NOFOLLOW CANONICAL 2 OF 31 1 INT LINKS 1 EXT LINKS 1 NOFOLLOW < SM >

Majestic@: Marketing Search Engine and SEO Backlink Checker
<https://majestic.com/>

First Indexed 26 Aug 2019 | Last Seen 31 Aug 2019 | [Mutual Links](#), [Clique Hunter](#), [Solo Links](#)

Intellectual Property Protection

Find where your brand terms are used near links to reseller-favoured sites

... work! You recognize, many people are hunting round for this info, you could aid them greatly. Also visit my blog; [guest 150 Blog](#)
[comments on high da pa tf cf just 5\\$ order now](#) 12/06/2017 - 3:30 am Whats up are using WordPress for your blog platform? I'm new
to the blog world but I'm trying to get started ...

11 LD NOFOLLOW 16 OF 49 1 INT LINKS 2 EXT LINKS 2 NOFOLLOW < SM >

Track down deleted links

Finding out where deleted links went can be difficult. Google doesn't share histories, and Internet Archive may not crawl often enough. We will show you not only the exact text surrounding your link, but where it existed in the source code

World Wide Web Consortium (W3C)
<http://www.w3.org/>

... Schedule for the Publishing Working Group 7 August 2019 by Wendy Reid [W3C is hiring](#) [A Web Developer](#) [W3C Member Testimonial](#)
[British Broadcasting Corporation logo](#) [British Broadcasting Corporation](#) The BBC is the world's largest broadcasting organisation
whose mission is to enrich people's ...

52 LD IMAGE NOFOLLOW DELETED CANONICAL 6 OF 14 4 INT LINKS 2 EXT LINKS 2 NOFOLLOW < SM >

BBC - Home
<https://www.bbc.co.uk/>

First Indexed 29 Aug 2019 | Last Seen 31 Aug 2019 | Date Lost 01 Sep 2019 | [Mutual Links](#), [Clique Hunter](#), [Solo Links](#) |
There are more backlinks from this domain +



Identify undesirable lists

Find instances where your brand may be linked to from directories or lists that may be low-quality, or considered harmful to your link profile.

... Search Reference News
NO ANCHOR TEXT Weather Social
Shopping ...

71 LD CANONICAL 215 OF 703 65 EXT LINKS

BBC - Home
https://www.bbc.co.uk/

Find similar sites

Use contextual links from topically-relevant backlinks to generate lists of similar sites.

Style in Harmony
http://www.styleinharmony.com/

... fashionable, affordable style. Welcome, and I hope you stay awhile! READ MORE → Follow on Instagram @styleinharmony

Where I Shop ASOS Baublebar Kohl's Loft Nordstrom Old Navy SheIn South Moon Under T.J. Maxx Target Ulta

Blog Archive 2019 (3) July (2) #NSALE ...

42 LD 126 OF 201 4 INT LINKS 14 EXT LINKS 3 NOFOLLOW + < SM >

Links from Context Export to ▾

Anchor Text	Root Domain*	
ASOS	asos.com	anchor search
Baublebar	baublebar.com	anchor search
Kohl's	kohls.com	anchor search
Loft	loft.com	anchor search
Nordstrom	nordstrom.com	anchor search
Old Navy	oldnavy.com	anchor search
SheIn	shein.com	anchor search
South Moon Under	southmoonunder.com	anchor search
Target	target.com	anchor search
Ulta	ulta.com	anchor search

* These are the root domains for the links, not the full URLs.

ASOS | Online Shopping for the Latest Clothes & Fashion
http://asos.com/

First Indexed 24 Aug 2019 | Last Seen 31 Aug 2019 | Mutual Links, Clique Hunter, Solo Links

Check the profile of pages on your own site

We love Link Density Charts so much that we've added them to the Pages tab. At any time, you can check out the typical Link Density of any crawled page.

Top 30K Trust Flow Citation Flow Crawl Result (Downloa...) External Backlinks Referring Domains Topic Language Title URL

3,080 Results [Export Data](#)

#	Page	External backlinks	Referring domains	URL Flow Metrics		Outbound		Last Seen	
				Trust Flow	Citation Flow	Internal	External		
						Total Outlinks			
						Ext Domains			
1	70 Computers / Software / Internet BBC - Home https://www.bbc.co.uk/ EN English, 99% confidence 315.470KB	305,082	10,399	72	87	99	17	116	28 Jul 2019
2	88 Computers / Software / Internet BBC - My Web My Way - Home http://www.bbc.co.uk/accessibility/ EN English, 99% confidence 36.215KB	9,231	4,094	88	75	57	1	58	28 Jul 2019
3	69 Computers / Software / Internet Home - BBC News https://www.bbc.co.uk/news/ EN English, 99% confidence 434.021KB	187,816	3,087	71	74	116	21	137	28 Jul 2019
	27 Computers / Software / Internet Brexit: What trade deals has the UK done so far? - B...					103	21		