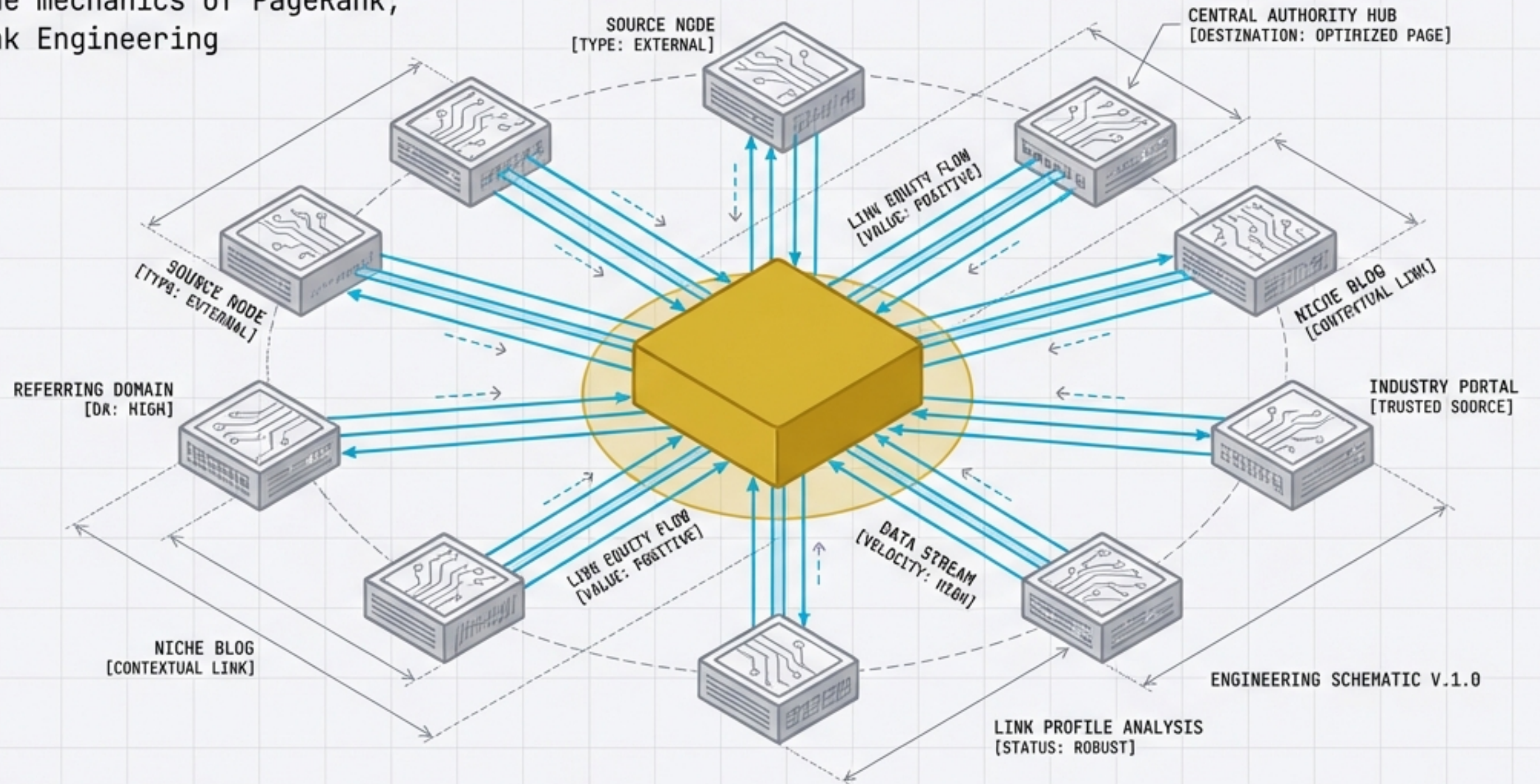


Mastering Link Equity: The Currency of SEO

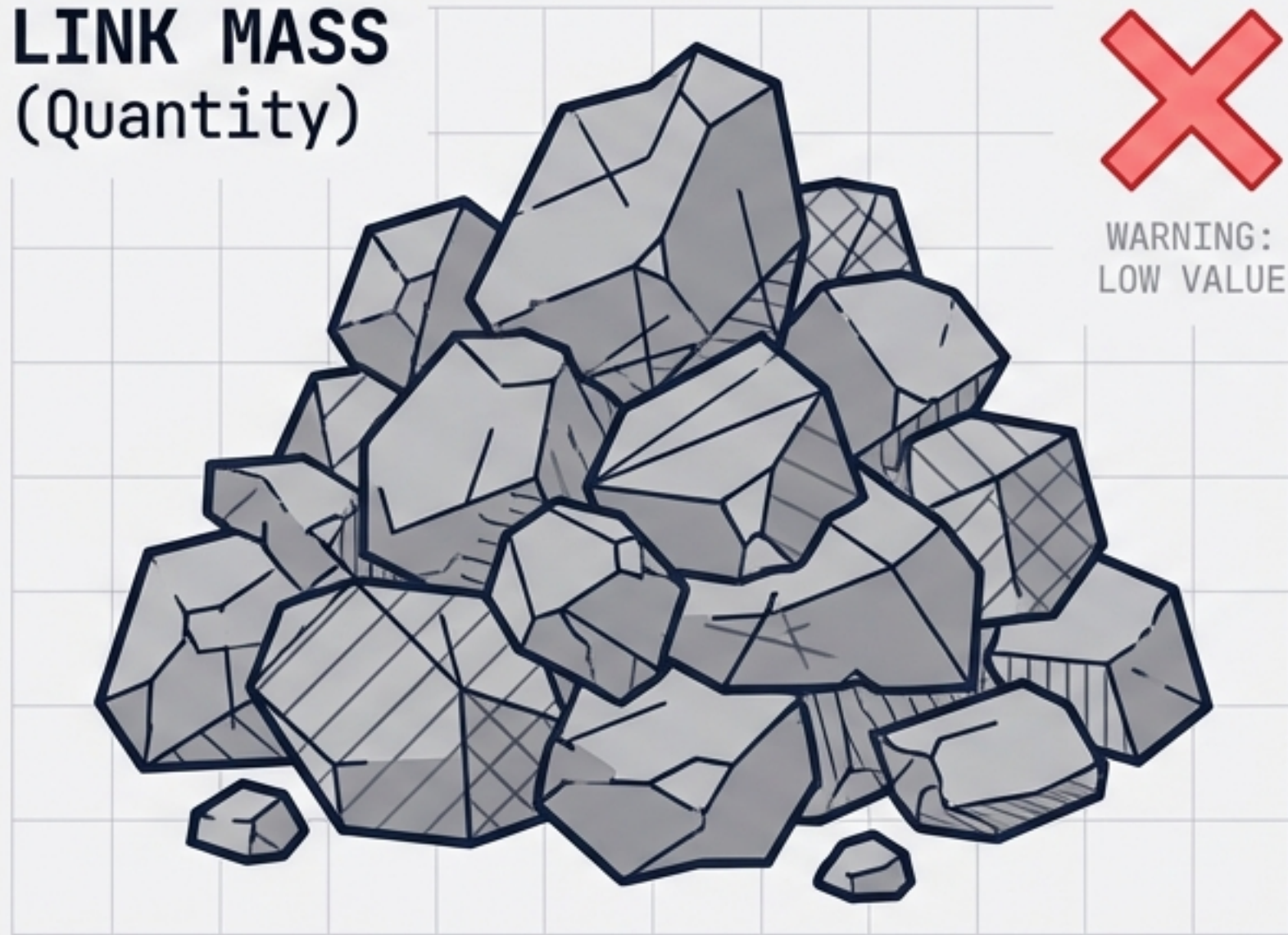
A strategic guide to the mechanics of PageRank, Authority Flow, and Link Engineering



Based on data from Ahrefs, Serpstat, and Google Algorithm analysis.

Don't Hoard Rocks. Seek Gold.

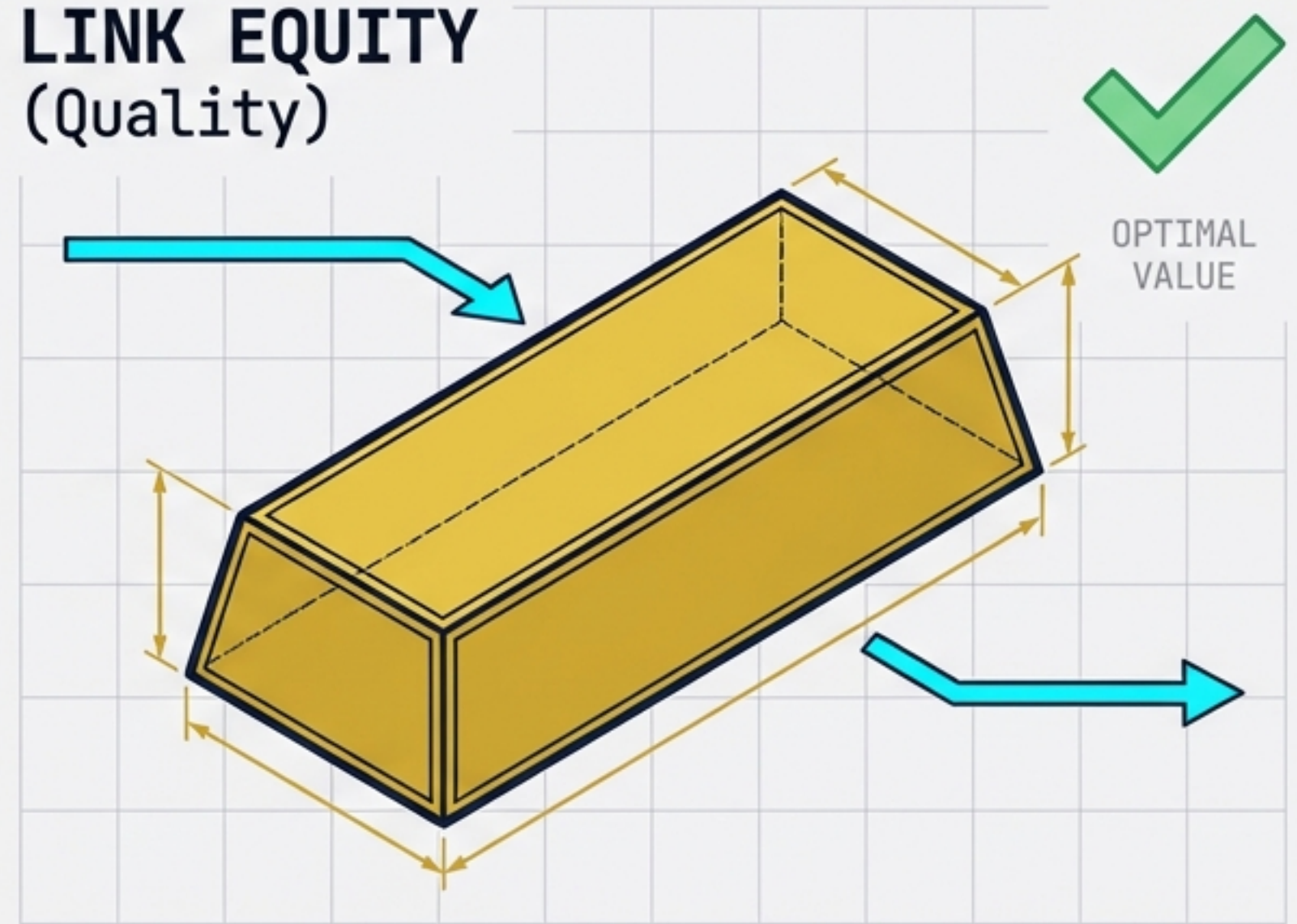
LINK MASS (Quantity)



Definition: Total volume of backlinks.

- 1,000 links from spam sites = High Mass, Zero Value.

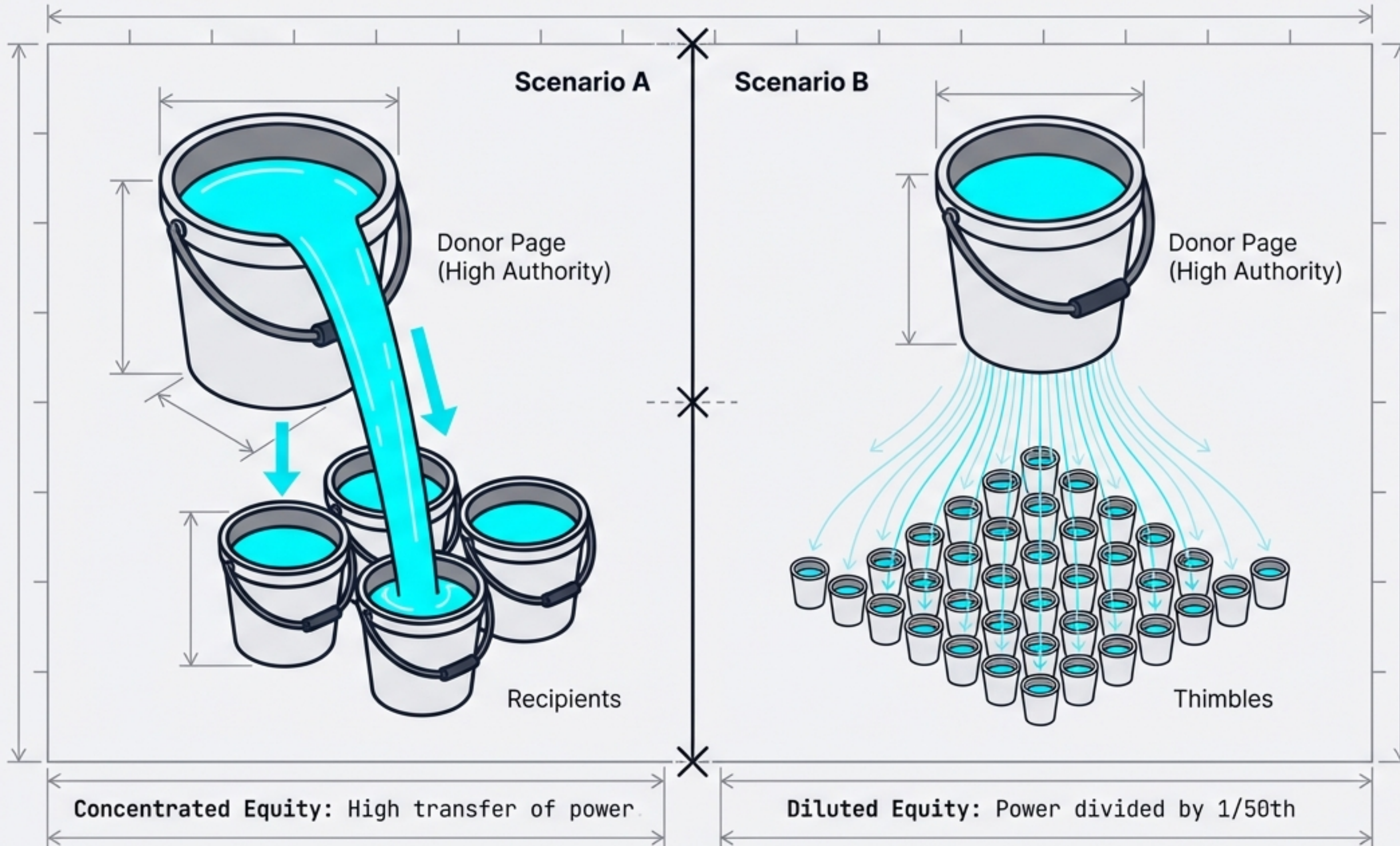
LINK EQUITY (Quality)



Definition: Transfer of trust & authority.

- 1 link from a high-trust donor > 1,000 low-quality links.

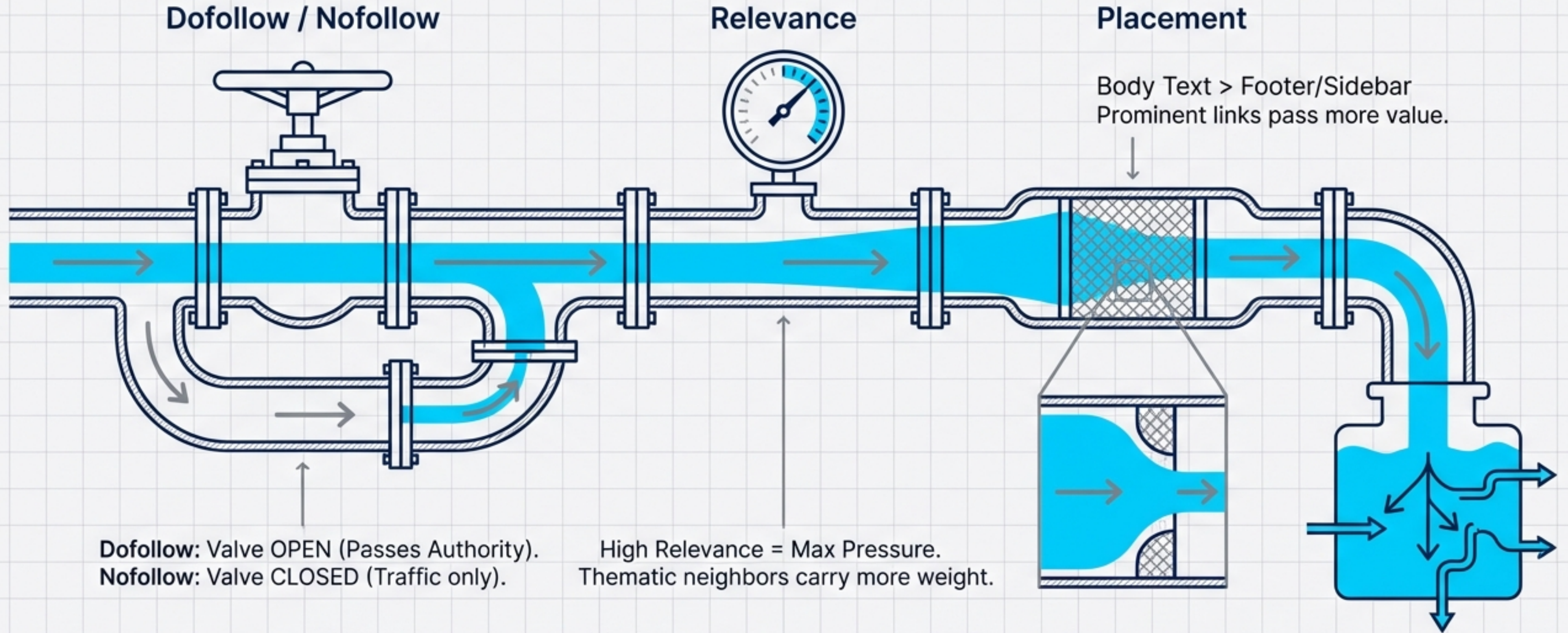
The Physics of Flow: The Dilution Principle



THE MATH:

- 1. Finite Resource:**
A page has a fixed amount of weight to give.
- 2. The Donor Rule:**
More outbound links = Less value per link.
- 3. Snowball Effect:**
Pages that receive votes become powerful donors.

Controlling the Valves: Qualifiers & Filters

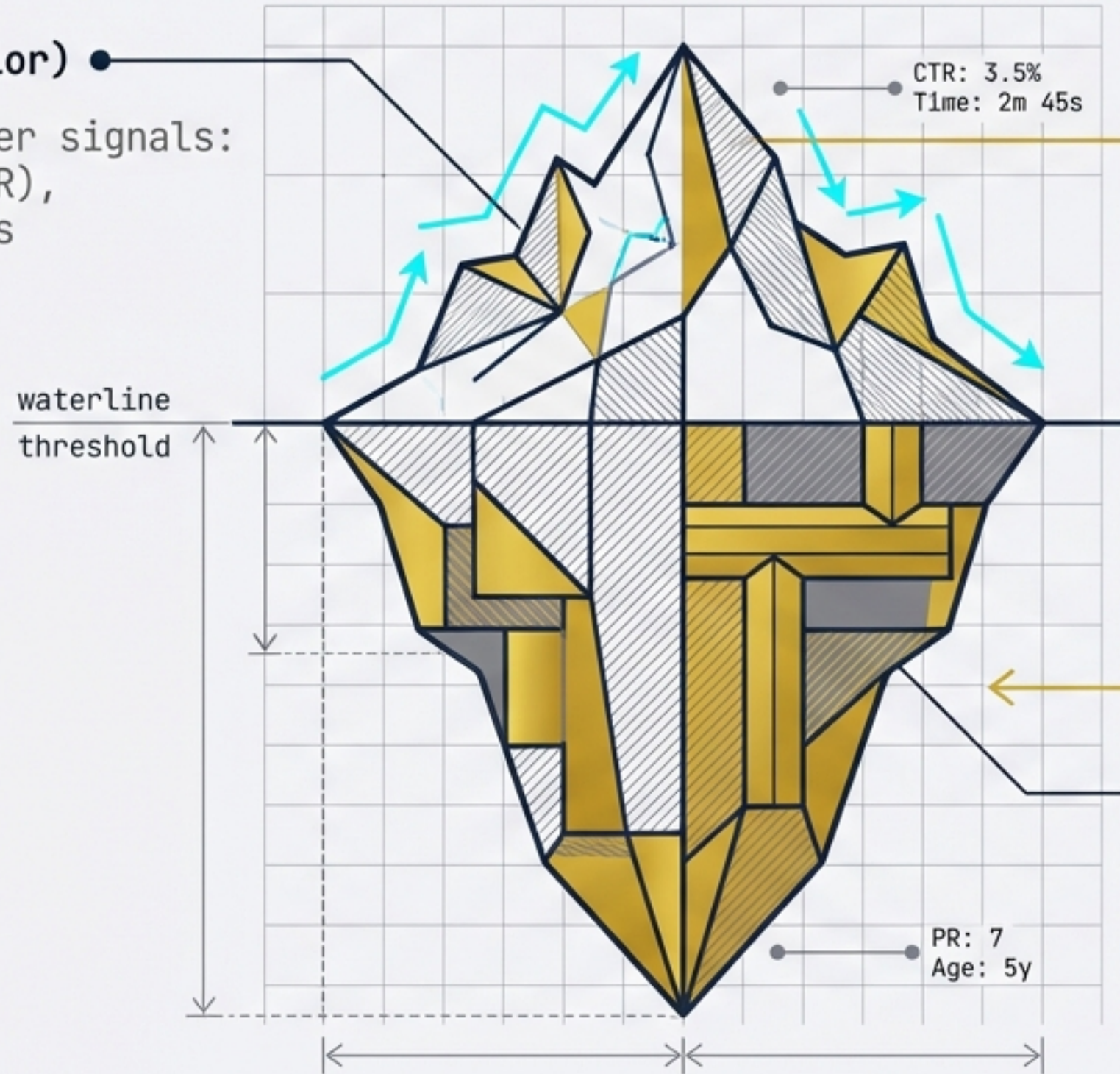


The Anchor Text acts as the signpost, telling the system what the liquid contains.

The Two States of Weight: Static vs. Dynamic

DYNAMIC WEIGHT (Behavior)

Fluctuates based on user signals:
Click-Through Rate (CTR),
Time on Page, Freshness

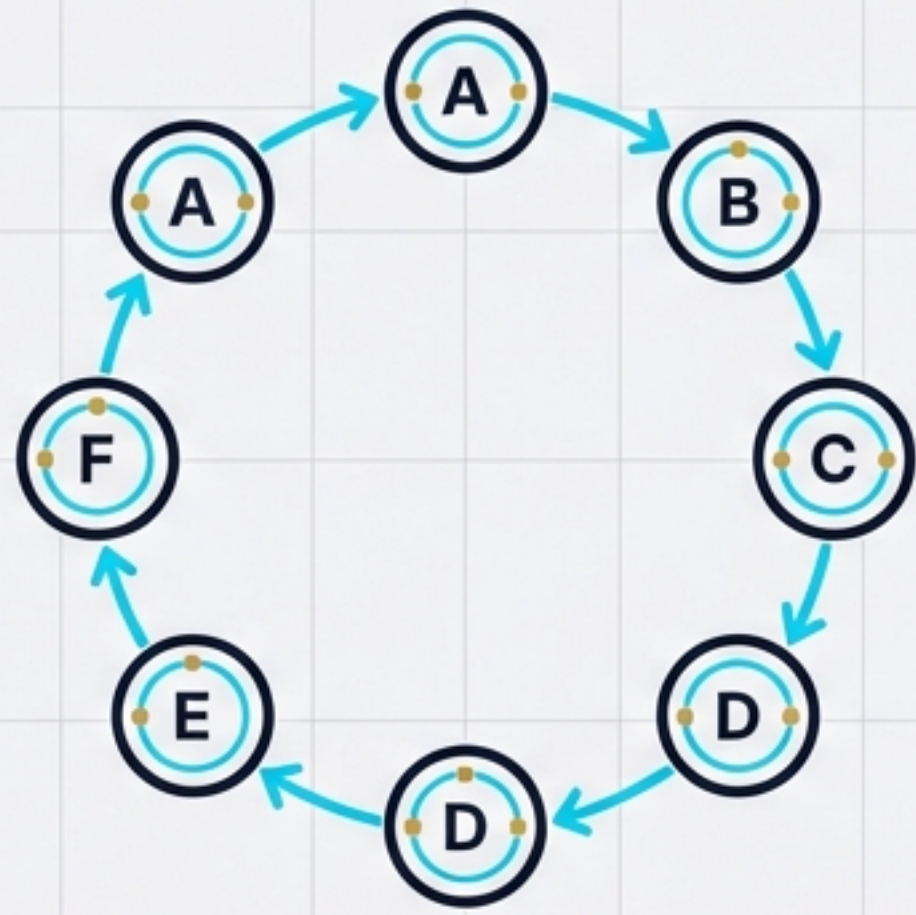


Key Insight: If users do not click the link, the Dynamic Weight drops, reducing the effective value of the Static foundation.

STATIC WEIGHT (Foundation)

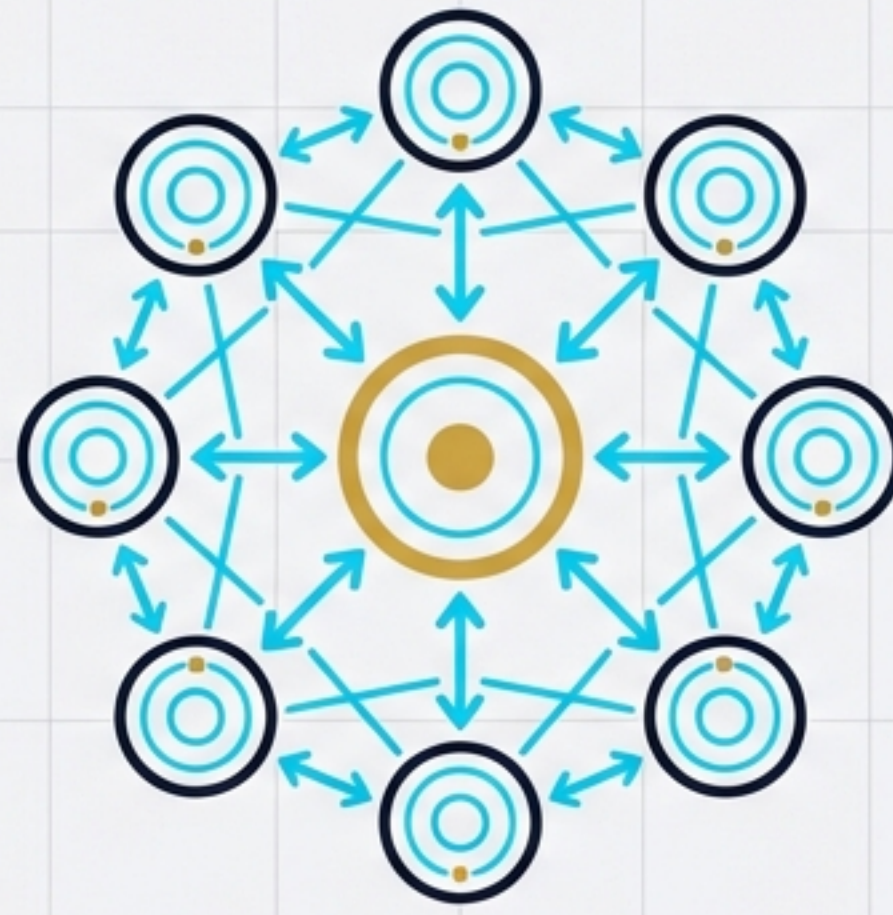
The fixed mathematical score based on PageRank, Domain Age, and Link Quantity.

Internal Engineering: Distributing the Flow



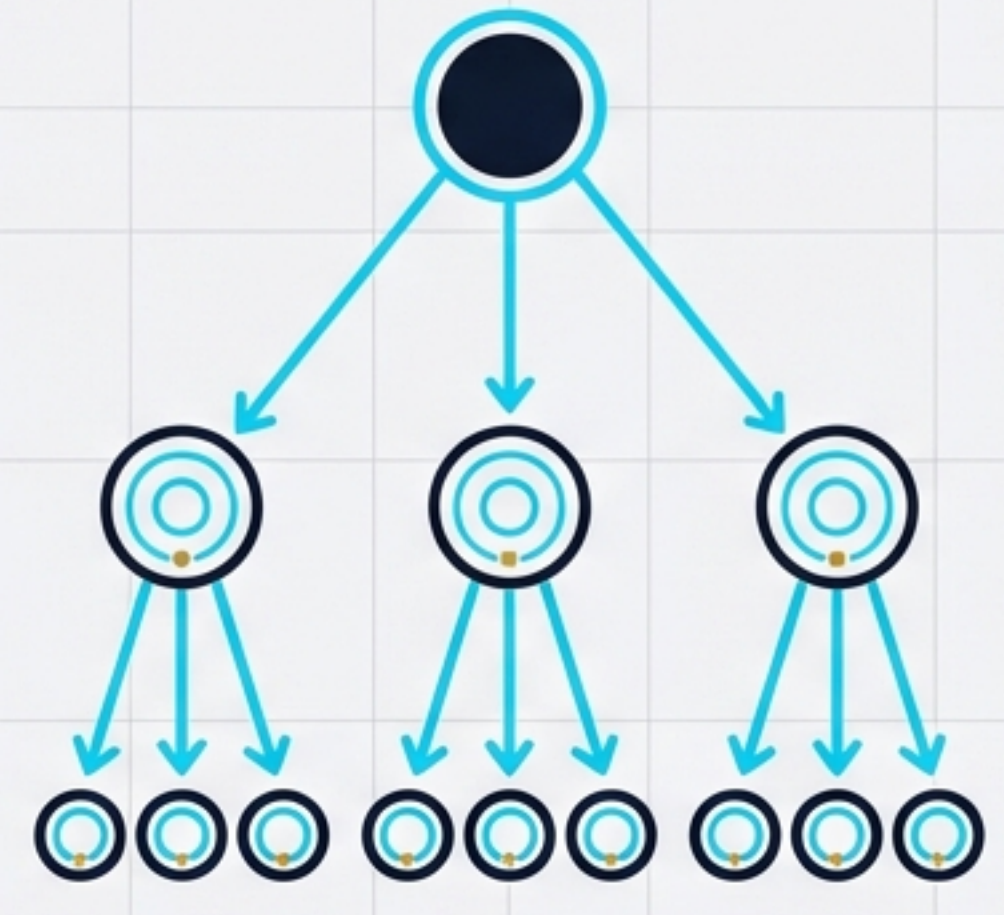
THE RING

For linear guides & tutorials



THE STAR (Hub & Spoke)

For E-commerce & Topic Clusters




THE HIERARCHY (Tree)

Standard site architecture

Goal: Eliminate "Orphan Pages" that are disconnected from the flow

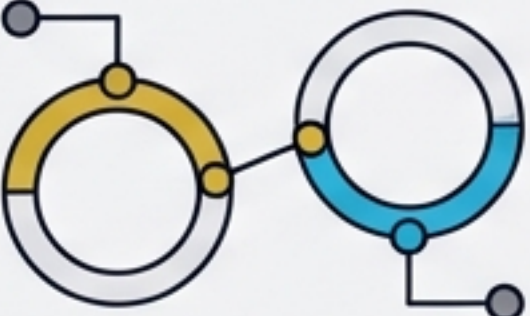
Measuring the Invisible: Tool Proxy Metrics

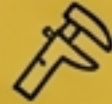
Google hides PageRank. Industry tools provide the estimates.

 **AHREFS**

DR (Domain Rating) & UR (URL Rating)


Best for competitor link profile analysis.

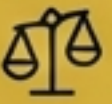


 **MOZ**

DA (Domain Authority) & PA (Page Authority)


Industry standard for general authority benchmarking.

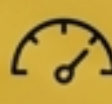


 **MAJESTIC**

TF (Trust Flow) vs CF (Citation Flow)


High Trust Flow + Low Citation Flow = High Trust + Quality
High Citation + Low Trust = Spam.



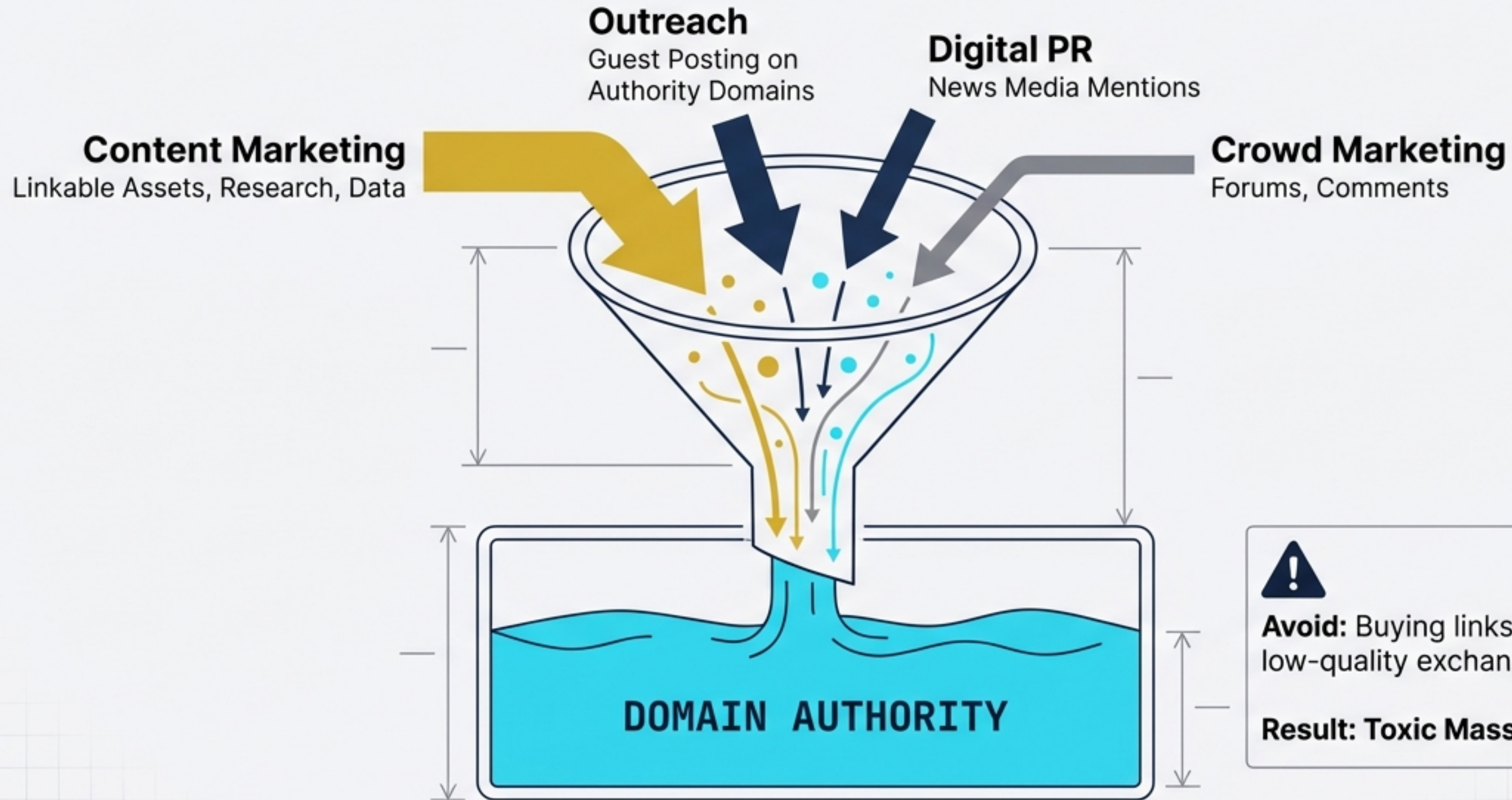
 **SERPSTAT**

SDR (Serpstat Domain Rank)

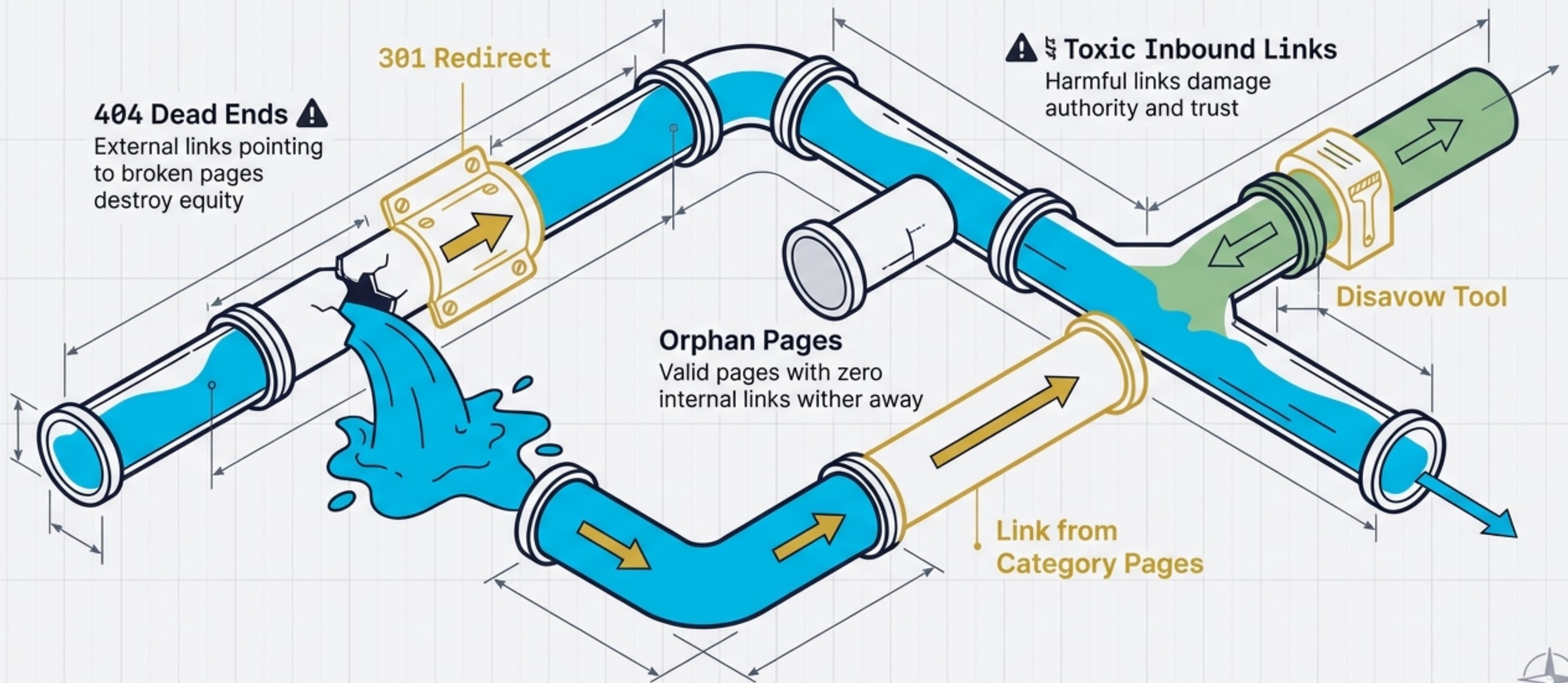
0 - 100 Scale



Acquisition Strategy: Filling the Reservoir



Preservation: Plugging the Leaks



The SEO Architect's Manifesto

