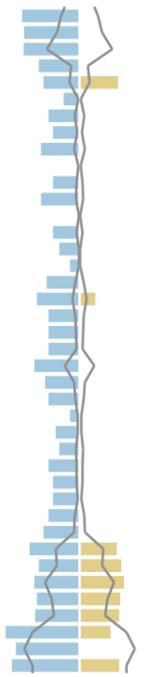


Service Provider Home majestic.com

A typical service provider home page has a wide header at the top (almost exclusively internal and navigational links), some support text in the middle, and a footer with some external social links.



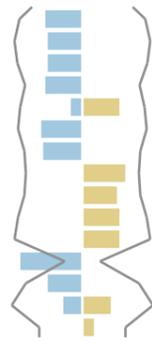
Typical Article wikipedia.org

Wikipedia consistently delivers our favourite Link Density charts. You can clearly see the narrow editorial text in the middle, and then densely-packed citation links below.



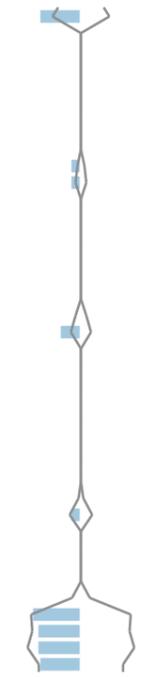
Typical News Article bbc.co.uk

A fantastic example of editorial links. This BBC article has a visible header and footer, that both surround a huge piece of paragraph text that contains a single link.



Graphic Home Page xbox.com

This page is packed with big images and, as there are lots of links and few text items on this hub, the density chart is very wide. The yellow bars suggest there are as many external as internal links.



Safari Product Page apple.com

This page is very distinctive. You can see the header and footer either side of a middle promotion area that concentrates on text. The few links point to other apple.com pages.



News Article & Sidebar dailymail.co.uk

Editorial text (the small kink at the top) is a miniscule part of a Daily Mail article. The vast majority of the page is made up of internal-links, to keep visitors on-site.



Privacy Policy paypal.com

Even though this page has many internal (blue) links, the Link Density line remains slim. This shows that the links are in paragraph-style text, and not in a list or directory.



Sample Article medium.com

You can see how Medium delivers a very different reading experience to Wikipedia. Few internal links show that some articles exist alone in their ecosystem.



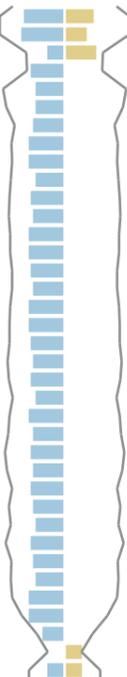
Home Page google.co.uk

We do try to get 40 segments in each Link Density Chart, but sometimes there just aren't enough characters in the source.



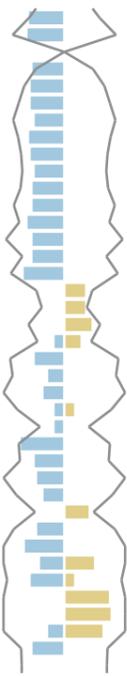
All External Links drudgereport.com

The site places almost every piece of text in a link, and this is what that looks like as a Link Density Chart.



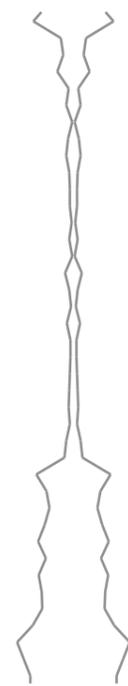
Brighton SEO Speakers brightonseo.com

The incredibly thick chart suggests that this is almost all links. As those are internal, it suggests that the link for each speaker goes to a separate page on the site.



Home Page ebay.co.uk

Ebay's link density lines are wider than the link counts. On full-height charts, this usually shows an image-heavy page (very dense links, but padded out with image markup).

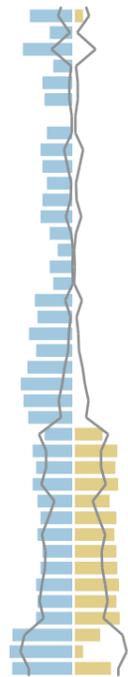


Link Density Charts

We split each crawled URL's HTML source into (up to) 40 segments, and count the density of links in each segment.

<- Narrow parts contain more text than links, and typically show paragraphs of text.

<- Wide parts of the charts are where links are densely packed, with no text in between. Like a nav bar, or footer.



Link Counts

We overlay the count of links in each segment.

Blue links, to the left, are internal. Yellow links, to the right, are external.

In this Wikipedia article, you may be able to see a header (internal links at the top), article text (thinner line with lots of internal links), citation area (densely-packed internal and external links), and a footer (densest of all, fewer external links).

Anatomy of a Link Density Chart

1 | Page header at top of source

Lots of internal (blue) links in the nav, sub-nav, and alternative language sub-directories.

2 | Article Header

The header and author aren't links, so the Link Density is lower. The social icons show in the yellow external links bar.

3 | Article Text

Lots of text, and hardly any links shows as a narrow LD line, with some bumps.

4 | Author & Link to Category

A small section, with two internal links.

5 | Links to variety of releases

The thin LD line, and lack of link counts show that the comment section on the Majestic blog doesn't contain any links.

6 | Sidebar - Search & Categories

We do not parse CSS, so take the source code as we find it. On this page, the sidebar HTML is between the main content and the footer.

The number of links jumps right up, but as there is non-link markup around the search function, density isn't too high.

7 | Footer

Almost all Link Density Charts finish with a wide base to show an area of the page where there are many links, and not much non-link text.

The Majestic footer has a mix of external social links, and internal links. There's not much non-link text here, so Link Density is at its highest for the page.

1

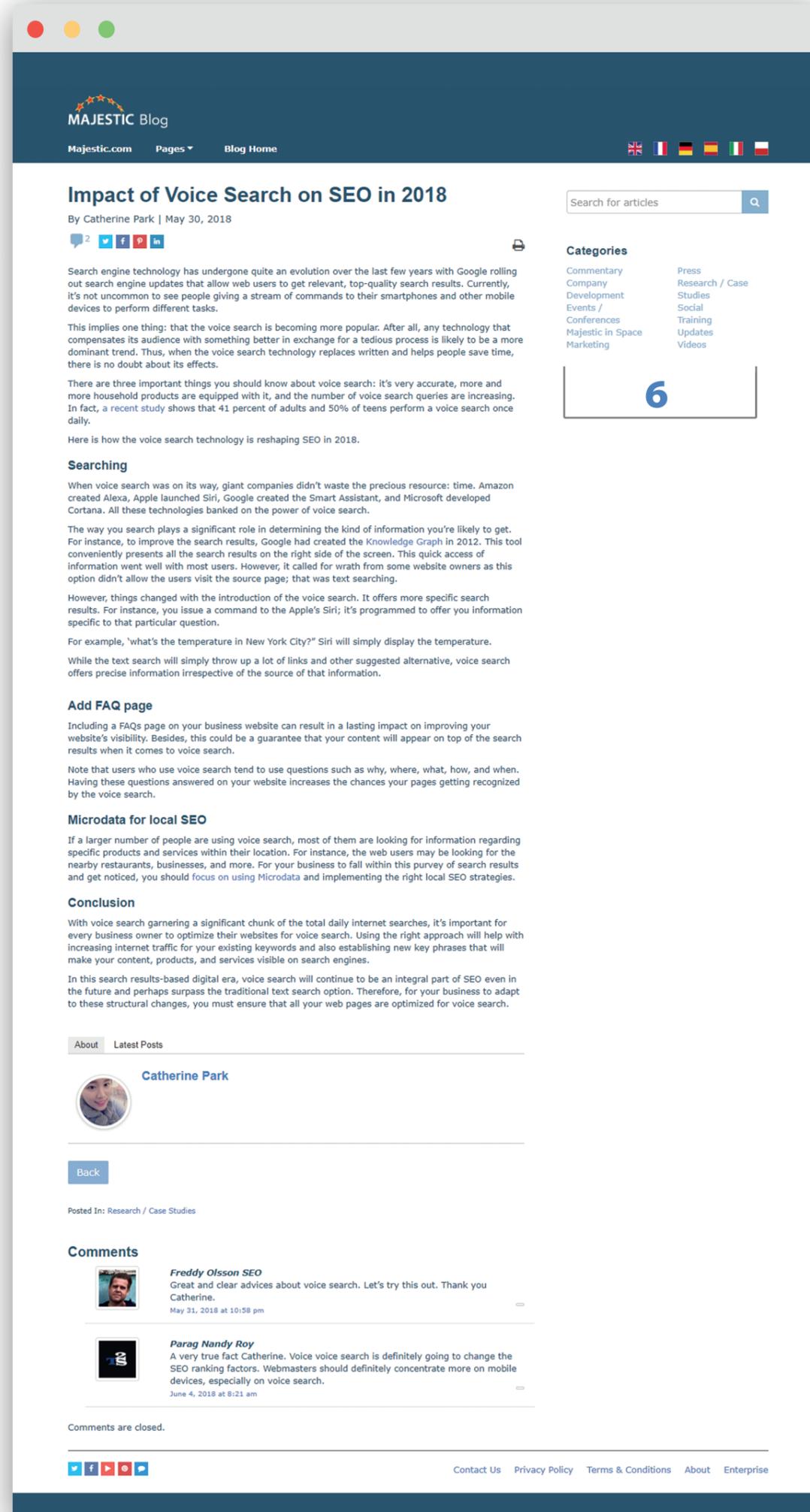
2

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7



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