

Beyond Linkbait

Getting Authoritative Links

Why Do You Need Authoritative Links?

"Thematic incoming links from 'Authority Sites' carry more weight than on the page optimization."

Matt Cutts - Google

What is an authoritative site

- A site with strongly themed content about one topic *that is updated frequently**
- A larger site with many web pages - hundreds, even thousands
- A site with incoming and outgoing links to similarly themed web sites
- A site with high Google PageRank (PR)

Comments from SEO gurus

Chris Boggs: The popularity of the linking page and site is probably the most important factor when deciding on a link

Vanessa Fox: Links from authoritative sources are strong reputation signals for factors such as PageRank that determine how highly a site is ranked

A Different Approach to Authoritative Links

=

Public Relations

There is a news story in
any business

HerRoom.com

LINGERIE DEPARTMENTS

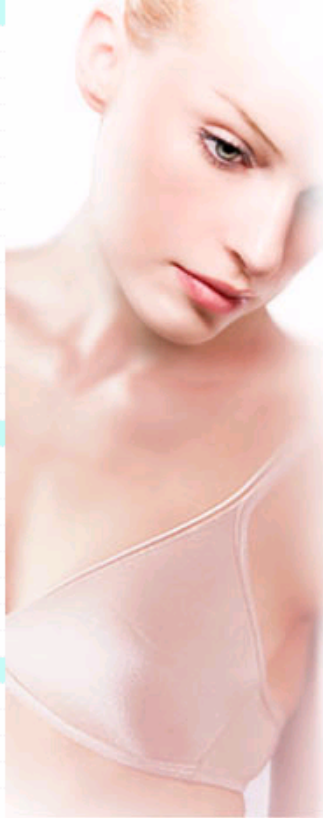
- Bras
- Panties
- Thongs
- Sleepwear
- Slips
- Shapewear
- Camis & Tees
- Hosiery
- Plus-Size Lingerie
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- As Seen on Oprah
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« DKNY Satin Contours Wire Free Bra

* Selected styles

bra finder

Bra Size

36D, etc.

Feature or Style

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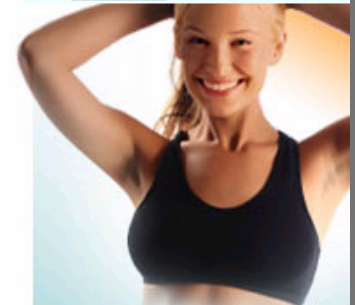
Color

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sale items only



Sports Bras

- Shop Sports Bras
- Compare over 30 Sports bras in our exclusive "Bounce Test Videos"

TOP PICKS - TODAY AT HERROOM



DEAR
HERROOM

"Superb fit, and thanks to what I learned on your site, I now know what a superb fit feels like. I used your online



The "Bounce Test" VIDEOS

HerRoom Exclusive - High-Impact Sports Bra Comparison

Undie Winners - Voted best sports bras



Champion Double
Dry Seamless
Sports Bra 2893

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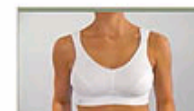
Lunaire Coolmax
Underwire Sports
Bra 11111

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Anita Sports Bras



Anita Active
Racerback Sports
Bra 5522



Anita Molded Sports
Bra 5527

Podcast

Dr. Joanna Scurr of
Portsmouth University UK
on her research into the
dynamics of breast
movement and what sports
bras work best.

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Champion Double Dry Distance Underwire from HerRoom.com



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Sports Bra relays!

01:57

From: [ugotgirl](#)



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Anita Molded Sports Bra 5527 from

00:19

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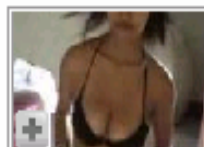
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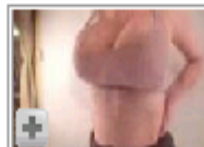
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[Asian Runner](#)

00:59 From: [underthewishingtree](#)

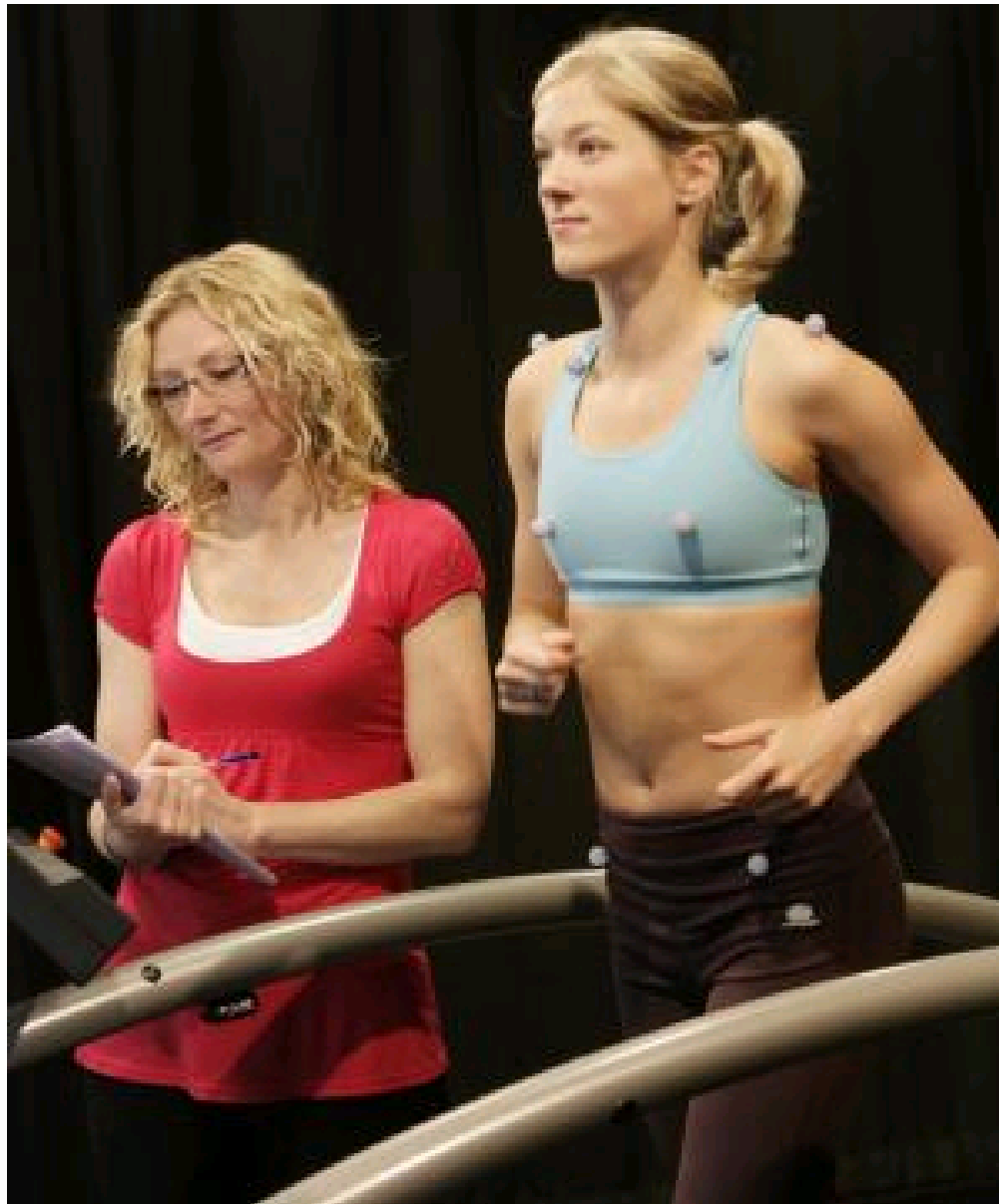
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[Bra Bounce](#)

00:25 From: [dreambase24](#)

Views: 425,614





The "Bounce Test" VIDEOS

sports bra bounce test videos


HerRoom Exclusive - High-Impact Sports Bra Comparison

Undie Winners - Voted best sports bras



Podcast

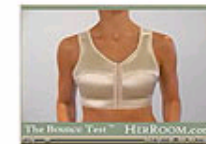
Dr. Joanna Scurr of Portsmouth University UK on her research into the dynamics of breast movement and what sports bras work best.

 [Listen to the podcast](#)



Champion Double Dry Seamless Sports Bra 2893

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Natori Sports Bra 34439

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Lunaire Coolmax Underwire Sports Bra 11111

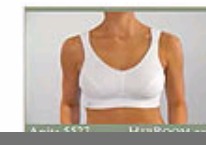
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Science News

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Bouncing Breasts Spark New Bra Challenge

ScienceDaily (Sep. 23, 2007) — Breasts move far more than ordinary bras are designed to cope with, according to a study by University of Portsmouth scientist Dr Joanna Scurr.

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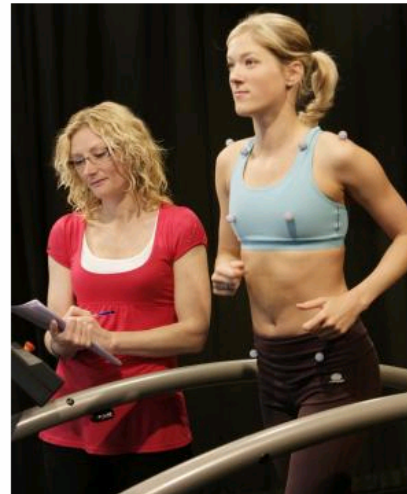
Reference

- Breast reconstruction
- Back pain
- Lavender oil
- Sore muscles after

And they also bounce more during exercise – up to 21cm rather than the maximum 16cm bounce measured in past studies. Bras are designed to stop breasts bouncing but Dr Scurr's study shows that breasts also move side to side and in and out.

It is estimated that more than 50 percent of women experience breast pain when exercising.

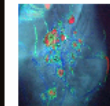
Significantly, Dr Scurr's latest study also found that breasts move as much during slow jogging as they do at maximum sprint speed. She said: "This makes wearing a sports bra as



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How to choose the right sports bra

More than 50% of women experience breast pain while exercising. Insufficient support is the likely cause. A recent study by researcher Joanna Scurr at the University of Portsmouth in England found that many bras fail to offer proper support because they do not adapt to side-to-side movement.

Scurr says inadequate research has contributed to the problem: "It is only recently that bra design has turned to science." Her study revealed that all women are susceptible to breast pain during exercise, regardless of cup size.

To help prevent pain, make sure you're wearing the right type of bra. "Our research has shown encapsulation sports bras to be more effective at reducing breast motion," Scurr says. That type of bra, she explains, has separate molded cups, in contrast to a compression bra, which flattens the breasts against the chest wall. Look for encapsulated sports bras online or at your local sporting goods store. Encapsulated sports bras with molded cups can curb pain.



Encapsulated sports bras with molded cups can curb pain.

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Exercise unleashes a bounce bras can't handle

Breasts fly up and down a distance of up to 8 inches, study says

By Jeanna Bryner



updated 10:45 a.m. PT, Tues., Sept. 11, 2007

Whether women are said to be flat-chested or big-busted, ordinary bras fall short when it comes to supporting bouncing breasts, a new study claims.

And during exercise, women's breasts bounce more than previously estimated, moving a vertical distance of up to around eight inches compared with a past maximum measurement of six inches.

LiveScience

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Posted: March 6, 2008

Women's Sports: Sports Bras Are the Best Way to Defeat Breast Pain, Says HerRoom.com



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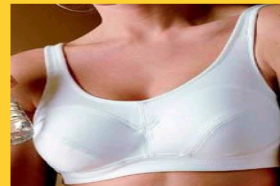
The Bounce Test Videos Show Which Sports Bras Give Best Support

DALLAS, TX--(Marketwire - March 5, 2008) - According to a research study in the UK more than half of all women experience breast pain. Correct support is the best way to relieve this pain and improve the quality of life for women who have this problem. HerRoom.com, a leading online lingerie retailer and creators of The Bounce Test, a series of [videos showing the effectiveness of sports bras designed for high-impact sports](#),

spoke with Dr. Joanna Scurr, a biomechanics professor at the [University of Portsmouth](#), about her research into breast movement during exercise such as changing from a walk to a slow jog, so it is not only women who do high-impact [sports](#) who need a good sports bra.

Another UK study on treatment of breast pain compared the use of [medication](#) against correct breast support that limits motion. A good sports bra won hands down. There are two types of sports bras, explains Dr. Scurr. One is a compression bra that attempts to flatten the breast against the body and the other is called an encapsulation bra, which holds each breast individually. Her scientific testing has shown that the [encapsulation sports bra](#) is the most effective design.

HerRoom.com has tested over 30 makes of sports bras designed for high-impact sports to show how effective they are at reducing the movement of the breasts while exercising. You can listen to the [interview with Dr. Scurr](#) and see The Bounce Test sports bra videos at www.HerRoom.com.



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