

Links, Links, Links

- Good news, bad news
- Minimize “flight effect” by positioning links
- Regularly test all links on your site

Links Strategy #1 - Step 1

- Gather URLs from competitors and leaders in your industry
 - direct competitors
 - indirect competitors
 - sites selling same products/services
 - leaders in your industry
 - sites selling to same target market non-competing products and services
 - others

Links Strategy #1 - Step 2

- Find tools that provide link information
 - WebSiteGarage.com - Link Popularity Check
 - LinkPopularity.com - Link popularity tool
 - AltaVista - link:competitorsdomain.com
 - Google - link:competitorsURL
 - HotBot - enter competitors URL in search box and change “all the words” to “links to this URL”
 - Excite, WebCrawler and other search engines - enter competitors URL

Links Strategy #1 - Step 3

- Use link tools to find competitors links
 - take first competitors URL from step 1
 - put it in link tool from step 2
 - copy and paste the results into a Word document
 - enter second competitors URL in link tool
 - copy and paste results adding to list
 - continue till you have found links to all competitors identified in step 1
- You now have your “Potential Links” list

Links Strategy #1 - Step 4

- Develop a Link Request letter
 - viewed their site
 - compliment
 - think your visitors would be interested
 - think his/her visitors would be interested in your site
 - let's trade links
 - info on linking to your site

Links Strategy #1 - Step 5

- Visit sites on Potential Link list
 - Good link site?
 - Copy and paste link request and send
 - Not a link you are interested in?
 - Delete it from your list
 - Duplicate?
 - Delete it from your list
- When complete your list has changed from Potentials Links to Requested Links

Links Strategy #1 - Step 6

- Follow through
 - provide link to their site
- Follow up
 - ensure a link to your site has been put on their site
 - ensure the link works...no http://404 errors
 - ensure link is pointing to right page

Links Strategy #1 - Step 7

- Optional - Submit the Internet address of the page that provided the link to you to the popular search engines to ensure your link popularity score improves with that search engine

Links Strategy #2 - Step 1

- Make a list of your most important keywords
 - go to your master keyword list from search engine friendliness section
 - check your meta-tags

Links Strategy #2 - Step 2

- Develop list of top 30 Search Engines
 - Check Search Engine Watch

Links Strategy #2 - Step 3

- Go to each of the 30 Search Engines and input your most important keywords as identified in Step 1
 - copy and paste the results into a Word Document
 - at the end of this process you will have 900 potential sites for each keyword
- You now have a Potential Link list

Links Strategy #2 - Step 4

- Develop a Link Request letter
 - viewed their site
 - compliment
 - think your visitors would be interested
 - think his/her visitors would be interested in your site
 - let's trade links
 - info on linking to your site

Links Strategy #2 - Step 5

- Visit sites on Potential Link list
 - Good link site?
 - Copy and paste link request and send
 - Not a link you are interested in?
 - Delete it from your list
 - Duplicate?
 - Delete it from your list
- When complete your list has changed from Potentials Links to Requested Links

Links Strategy #2 - Step 6

- Follow through
 - provide link to their site
- Follow up
 - ensure a link to your site has been put on their site
 - ensure the link works...no http://404 errors
 - ensure link is pointing to right page

Links Strategy #2 - Step 7

- Optional - Submit the Internet address of the page that provided the link to you to the popular search engines to ensure your link popularity score improves with that search engine

Link Tips

- Make it easy
 - Provide link instructions on your site
 - Provide several options - graphics and text
- Provide an incentive
 - Provide a link to us and be included in a monthly draw for ...
 - Leverage ... for every link throughout your site you get another entry
- All Links are not created equal