

Ph.Creative presents

'Quick Win' Link Building

'Quick Win' Link building

Link building strategy is crucial for any business that is serious about Search Engine Optimisation. In fact, if you want to achieve high visibility in Google... you have to do it.

There are many points to consider when planning your link building campaign. But, we thought you'd appreciate a 'Quick Win' document that highlights some of our processes that allows you to hit the ground running.

> Directory submissions

(see our directories spreadsheet inside Ph.University)

Directory submissions are a great place to start for guaranteed links – it's just about finding the right directories to submit to.

A good place to start is with the most popular / highest page rank directories that cover a whole range of categories, allowing you to drill down to find what category is most suitable to your website.

Next, you should start looking for more industry/location specific to your business and submit to there. A good tip in finding these is using a specialised search phrase in Google to return relevant directories.

The format of the search phrase looks like this: «keyword» “submit your site”. The quotations tell Google to search for exactly that phrase on a web page and the keyword will limit the results to web pages that are focused around that phrase.

You can use many variations of this, such as:

- > pr company “submit your site”
- > event management “add your link”
- > networking events “add your URL”
- > marketing company “submit your website”
- > And so on...

Google Professional Secret:

Make sure the text link (also known as anchor text) has your keywords in. This increases Google's weighting for your websites keywords when ranking your webpages.

You'll also need to change what the anchor text says. Sit down and write approximately 10 variations and rotate as you input you information to the directories.

Article submissions

(see Article submission document inside Ph.University)

Writing and submitting articles is an easy way to build up incoming links and generate interest in a chosen topic. The other benefits to this are that it helps build your brand online by exposing it on other websites.

By writing 1 or 2 articles each week and submitting them to specialised article websites, you are increasing the number of links pointing to your website from a page with a similar relevance.

It also gives you control over text links within the article itself, thereby giving you the option to deep link keywords to pages on your website.

> Commenting on blogs / articles

Social news websites are a great place to find the latest user submitted news articles and blog posts. The benefit of this is to gain a strong link and a short burst of incoming traffic.

However, what we're going to do is to browse the social news websites for any articles / blogs that are becoming popular, and then leaving a comment on the article / blog itself. We know that this page already has at least 1 strong link pointing to it, so if we can leave our URL on the page then we may find it ranking better.

The idea is to browse popular articles and blog posts that are based around your industry and leaving a comment with a link back to your website. The relevancy of the page should increase the relevancy to these key phrases for the whole of your site.

Google Professional Secret:

Discover who's linking to your competitors

Go to yahoo.co.uk – type in
`linkdomain:www.competitorswebaddress.co.uk/.com`

This will then show you how many and more importantly; who is linking to your competitors website. You can then consider approaching them for links to your webpages.

Want to know more?

Getting to the top of Google is both a science and an art. It's not the tools you use, but how you use them that makes the difference in finding creative solutions that work.

If you'd like to know more and discuss how we can help you be found by the people already looking for you... simply get in touch.

Don't be invisible. Be visible.