

# *Search Engine Optimization: What is a Link Back Strategy?*

## **How would I build a Link Back Strategy?**

Where to Create Partnerships: The best companies to ask to link to your site will be relevant to your website.

For example, a vacation rental website might approach local restaurants and specialty stores for a link exchange.

### 1) Create

Partnerships with Local businesses: When

you are around town, stop in to local businesses and ask them about setting up a link back strategy. Show them your

beautiful website and they will agree. This is also a great way to partner up with businesses who offer services that you don't offer and you can use each other as a networking group and refer business back and forth to each other.

**Tip:** When you talk to local businesses about a link back strategy, talk about setting up a brochure swap. You put their brochure in a binder in your home(s) and they include your brochures in your website.

### 2) Talk

to the local chamber of commerce: Many

local chamber of commerce sites will link to your website if you join the chamber and sometimes if you pay them a small fee.

### 3) Add

a link from another website to your website: Most websites

will allow you to link to your website as long as you include a link back to them.

**Tip:** Ask to exchange links with websites that have "aged domains." This means that their website has established search engine visibility over time.

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