

Search Engine Optimization: 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 business:

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.

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 business and they include your brochures in their business along with links in each others 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.

Where to add links to your website:

1) On a "Partners" Page: On this page you can create a bullet point list of partners and links to their website. You could also create a paragraph for each business where you could include a photo, phone number and website link.

Request the same quality promotion for your business in their website.

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