

# 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.

*Unique solution ID: #1117*

*Author: Homespun Support*

*Last update: 2025-03-12 12:40*