

Search Engine Optimization: Where do I add links to my website to create a link back strategy?

- 1) **On a "Partners" or "Resources" 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 their company logo/photo, phone number and website link.
- 2) **In a Destination Guide:** Set up a destination guide with information about your local area. Include sections such as activities, shopping, dining, golf etc. Within each section add paragraphs about your business partners. Give each partner a paragraph of text, a photo, a link to their website, phone number and address. Request the same quality promotion for your business in their website.

Unique solution ID: #1135

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Last update: 2010-12-27 09:03