

How to develop a linking strategy

By Rob Mason



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Synopsis

The Internet is a network of interlinked computers and websites. Over three million new pages are created every day. These new pages need to be part of that network if they are to be found. This article will explain how to ensure that your website is linked to the Internet. I will provide practical examples of what you can do to ensure that your website enjoys high visibility. This title is written mainly for a United Kingdom audience but the principles are usable and appropriate in all countries.

How to ...

How to publish your site so it is noticed by customers

How to build your links to other sites and their customers

How to generate and increase visitors and customers.

Rob Mason

A leading digital strategist with particular expertise in driving highly targeted traffic to website destinations. Rob has managed e-marketing campaigns in Europe and the USA, in a number of business sectors but has particular skills in the areas of insurance and travel - among the most competitive search segments on the web. Expertise in developing appropriate linking strategies is evident in a number of practical ideas, which are easily implemented by site owners.

Introduction

Whether your website is for information only or whether you plan to do business through your website, it is useful to picture your site as a retail store.

If there are no doors leading from the street to your store, then nobody will come to buy. If you have twelve doors into the store from four directions then more people will visit you more frequently. This same commonsense applies to your website. Fifty links from other people's sites into your site means that there are fifty routes to your products or information - it's as simple as that.

Specialist traffic creation companies know that the more links you have to your site, the more traffic you'll get. So, increasing the number of links to your site should be a key part of your e-marketing strategy. However a lot of e-marketers get so pre-occupied with building up the 'total' number of links to their websites, that they forget that all links are not equal - some links are far more valuable than others.

Building your links

Think of the value of links as members of the United Nations or Members of the European Union that are allocated block votes depending on