

# LINK BUILDING 101 How to increase traffic to your site

LINK BAIT

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## LINK BAIT

This is the most natural form of link building that there is.

You've heard me say this a million times: the better the content, the better your website will perform. Well it's not just because of the content itself. If you're posting informative and unique content that is helpful to others, others will post links to this content. Be sure to include the keywords that you're intending to rank for in the blog post, news story, library article, etc in the copy and preferably in the title itself, because that will help others decide what anchor text they will use when linking back to your content.

## COMMUNITIES

### NETWORKING SITES

LinkedIn, Facebook, Twitter and AVVO (for attorneys) are good social networking sites to use to post links to your website. Be sure to setup RSS aggregators that automatically post a link to these websites every time an update occurs. True, these links are nofollow and don't carry much link juice, but if you have your established networks in place these sites can lead to some very valuable traffic.

### COMMENT ON BLOGS

This is a very easy way to obtain some links just by participating on someone else's blog. Almost every time you leave a comment on a blog, you have the ability to include your URL which, if your comment is approved, will result in a link to your website. **Be sure to add value to the conversation** and show the blogger that you actually read the post. A generic response such as "good tips" and "good advice" will usually result in a denial of comment due to spam.

### WIKI SITES

The best thing about sites like Hubpages and Squidoo is that they have keyword friendly URL's. A good strategy is to make a page on each of these sites for your main keywords. In other words, one page talking about Florida auto accidents, and another talking about Orlando pedestrian accidents. Include UNIQUE and informative content for each page, and include links back to your site. These pages can pop up on page one for searches AND get you some link juice if done properly, so they're usually worth the time it takes to build them out.

### FORUM PARTICIPATION

Similar to Wiki sites, if you find the right forums to participate in, they can be worth more than just link juice. Answer services like Yahoo! Answers and Fluther have legal sections where you can go in and answer questions, and Avvo has a Q&A section. Go look for local forums that you may be able to participate in to post some links to your internal content that answers questions or adds value to the conversations, and also be sure to try to add a signature to your account that includes links to your internal pages so that, every time you post on that forum, you get a little bit of link juice. (Note, most forums allow you to be a member for a certain amount of time before they allow anchor text signatures, so this is something you have to work on over time).

## SOCIAL MEDIA NEWS SITES

Social media news sites, also known as social bookmarking sites, can provide some link juice if done correctly. Be sure to take the time to fill out your profiles completely. Include your picture and as much information as you can to show people that you're not some spammer that just came and created an account just to post a spam link.

Most of the more popular social media news sites, like StumbleUpon, Digg, and Reddit are nofollow but can result in traffic most of the time so it's usually worth submitting to them.

Some dofollow social media news sites include (as of December 2009):

Folkl (Google Pagerank 7)	Connectedy (PR5)
Spurl (PR6)	Blinklist (PR5)
Feedmarker (PR6)	MyLinkVault (PR4)
LinkaGoGo (PR5)	A1 Webmarks (PR4)
SpotBack (PR5)	

If you're planning on posting to multiple social media sites, try to change up the descriptions every two to three sites.

Posting the same description for every link on every social bookmarking site can dilute the amount of link juice.

## CONTENT SUBMISSIONS

### PRESS RELEASES

There are a number of free press release sites that allow you to include anchor text links either in the content or in the PR signature, "About the Author/Company." Be sure to include your keywords within the content of the article and, when allowed, post anchor text links to internal pages of your website (versus always linking to the home page). The more links you have going to internal pages, the more overall authority your website as a whole will achieve.

A few press release sites to get started on:

www.PRElite.com	www.WebPR.com
www.PRZoom.com	

### ARTICLE SITES

Your website doesn't need to have ALL of the content. If you take an article that you've recently wrote, or even have someone re-write a past article from your website, submit it to the following free article sites and be sure to follow the same rules as the Press Releases.

Quality article directories:

www.EzineArticles.com	www.Articlebiz.com
www.ArticleCity.com	www.EasyArticles.com
www.Buzzle.com	

## PAID/TRADE LINKS

### PAID LINKS

Try to avoid paying for links from other websites. TextLinkAds and other services where you can pay for links from other websites may be tempting at first, but we recommend staying away from these. If Google or any other search engine locates a footprint that takes them to signs that you paid for a link from a website, you may be penalized before you even know it. If you DO pay for links, be sure the links are within content and a link from your website isn't just on a links page with a hundred other links.

### TRADING LINKS

Reciprocal linking does still have a little bit of benefit, but remember that Google, Bing, and Yahoo! can see that you and the other website are linking back and forth and automatically assume that this is part of some agreement that you've made offline. If you decide to obtain reciprocal links, make sure the website linking to yours is relevant to either your profession (law) or location.

### LINK DIRECTORIES

Directories can still be useful for link juice IF they are relevant. Try to include as much information as you can when submitting your website to a directory and make sure the directory site is either law-related or is relevant to your geographical location (city-based directories). When choosing between a paid and a free directory, see what the Google Pagerank of the directory is and see if the site can offer some sort of traffic report.

## CHERRY PICKING LINKS

Seeing what links your competitors' websites have is one thing, but identifying those links as ones that you may be able to obtain (and actually obtaining them) is another. Here is how you cherrypick links:

1. Find a few websites that rank well for the keywords that you want to rank for
2. Take the URLs of those websites and put them into <http://siteexplorer.search.yahoo.com/>
3. Click on "Inlinks"

These are all of the websites that are linking to your competitor. Look through these links for any directories that you can easily submit your site to, any blogs or websites that you may be able to establish a linking relationship with, any article or press release sites that you're not currently submitting to, any social media news sites that you're not using, etc.

If the links include a large number of links from one particular blog, it's very possible that this is another blog that is owned by the competitor that links to the competing website on a number of occasions. This is a very common practice, and we always advise not to put all of your eggs in one basket.

Adding content to other blogs that you own and control, and building up the authority of those blogs, will result in even more link juice to your website if performed correctly. Remember, if you have more than one website and you aren't linking to each of those sites as often as possible, you're missing out on a real opportunity.



## FOSTER WEB MARKETING

[www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

Did you know FWM provides Organic Link Building and Content Services? Need help with this? Call us at 888-886-0939 or email [seo@fosterwebmarketing.com](mailto:seo@fosterwebmarketing.com)

## A FEW THINGS TO REMEMBER

1. This chart is for those who have the time available to maintain their own link building campaigns. Link building can be a very tedious and time-consuming task, and while we try to recommend that you leave it to the professionals, we hope that this chart will help educate you on some common link building techniques.
2. The number of inbound links and authority of these links is very important to your search engine rankings. Most of the time the level of authority can be determined on a website page's Google Pagerank. We recommend downloading the Google Toolbar at <http://www.google.com/toolbar> and enabling Pagerank so that you can see each site's Google Pagerank before obtaining a link from that website. Rule of thumb is that anything with a PR of 2/10 or better may be worth pursuing depending on the type of website.
3. The terms Dofollow and Nofollow relate to the ability of a search engine spider to "crawl" certain links. If a link is Nofollow, that link cannot be crawled. If a link is Dofollow, it can.
4. You have access to your Resources.cfm page in DSS where you can post any links you would like to at any time (mainly for any reciprocal linking agreements you may make).
5. Anchor Text refers to the text of the actual link that is coming into your website. Links that include your keywords as the anchor text are worth more "link juice" than those with anchor text such as "click here" and "more info."