



FOSTER
WEB MARKETING

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How to “Ask for a Link” or do a “Link Request”

It's no secret that a winning ingredient to successful SEO for your website is getting good inbound links - But How DO You Do This?

Getting other websites to link to you is critical, but it isn't the least bit easy. And there is really no way to do it on “auto-pilot” - not successfully at least. When you find a target site you want to request a link from, I recommend doing so via email first, with a highly personalized request, and then if this request is not answered within a few days, check the target site to see if they have a phone number listed.

I want to note that often a quick phone call will result in the obtaining of a new link much faster than using email.

A link request sent via email should include several elements. Collectively, these elements serve two key purposes:

1. They let the receiver of the request know you took the time to look at his or her site, and
2. They make it as easy as possible for the receiver to make a decision whether or not to link to you.

Here are the 11 things that your link request should contain, followed by the reasons why. Although these may seem simple once you read them, you would be surprised to know that 99 out of 100 link requests do not contain any of them.

1). A subject line that follows any stated directions given on the site you want to link to yours.

On many sites that have collections of links to other sites, for example, the About.com guides, the editor in charge of the links section often states that when asking for a link, you should follow certain directions. One of these is typically a special subject line, like:

Subject: Request for site review

If you have not taken the time to look at the recipient's site carefully, and you do not follow the link request directions, don't be surprised if you never hear from them.

2). The site owner's name.

It seems simple, but take the time to look through the site where you want the link, and find the site owner's name. Address this person immediately in your email, so he or she knows you're not a spammer.

3). Your name.

Again, it's just common courtesy. The person requesting a link is a human being and so are you. A first line like "Hello, Mr. Ward. My name is John Smith" tells me that at least this person has taken the time to find out who was running my web site and is nice enough to tell me who he or she is. It also shows me that he or she didn't send that same email to 4,000 other people.



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4). The page on their site where you would like your link to appear

If the target site has a specific page you want to be linked from, point it out. This should be relevant to the subject content of the page you want the requester to link to.

5). Your site's name and home page URL.

"I am contacting you about my site, called 'SiteName,' which is located at <http://www.SiteName.com>."

6). A short paragraph that describes your site and why you feel it's "link-worthy".

"I would like to submit my site for your consideration because we have similar, relevant content..."

7). The exact URL from your site you want them to link to

"Since I have a splash page that has some large images, you may prefer to use this URL for linking: <http://www.SiteName.com/fairfax-auto-accident.cfm>"

8). A personal email address to reach you

Don't send out link requests from an email address like link-request@fosterwebmarketing.com. Send it from your own address, like tom@fosterwebmarketing.com. This is a subtle distinction that really matters.

9). Your phone number.

"Or, if you prefer, you can also call me at this phone number: [put your phone number]."

And, if you are seeking a link from a site where a reciprocal link is required, also include

10). Confirmation that you have added a link to their site.

"I have already placed a link to your site."

11). The URL on your site where they can see the link to their site

You can see your link at <http://www.SiteName.com/fairfax-vehicle-accident.cfm>.