Link Building

# Strategy

The goal for this link building strategy is to bring more users to my portfolio page to advance my possibilities for employment. This strategy will utilize both internally and externally referenced links. The assets that I will be using are content with blog posts and products with my portfolio projects.

I will identify my target audience for links and create links for them. Currently, I believe my target audience is small businesses or individuals looking to create their online presence or revamp their current websites. My blog content is geared more to non-tech Internet users with guides on how to install and use WordPress, Drupal, and Joomla as well as other technical writings about other content management systems and the importance of coding standards.

# Blog Posts

Within my blog posts content, I have several internal and external links. I have tried to refrain from using “click here” while making use of more descriptive terms like “WordPress download”, “New York Times”, and “Drupal”.

## External links used

* Mashable.com
* Techcrunch.com
* Nytimes.com/interactive/blogs
* Cnn.com/exchange/blogs/index.html
* Wordpress.org/download
* Joomla.org
* Drupal.org
* Wordpress.comFilezilla-project.org
* Drupal.org/project/project\_module
* Drupal.org/download
* Dev.aquia.com/downloads
* Magento.com
* Showit.co
* Geneho.com

## Internal links used

* Hraemoore.com/installing-wordpress
* Hraemoore.com/installing-and-using-drupal
* Hraemoore.com/installing-and-using-joomla