

Link Building Strategy Slides



Link Building Strategy

What is link building?

Link building refers to the process of getting external pages to link to a page on your website.

For search engines that crawl the vast metropolis of the web, links are the streets between pages. Using sophisticated link analysis, the engines can discover how pages are related to each other and in what ways. Growing the link profile of a website is critical to gaining traction, attention and traffic from the engines.

In your blog orders, you will be given URLs that you will need to link to in your blog. This can be done in a variety of ways.

How do you incorporate linking into your blog?

A hyperlink consists of two parts:

1. The anchor text that the user clicks on
2. The URL the user is taken to.

When creating a blog, do not link to any other sites except the sites provided in the content order. The blog post should contain 1-3 links. Do not link to the same page more than once in a post.

Link Building Strategy Continued

Different types of anchor text:

- Keyword links
 - The anchor text is the keyword (EX: Have you tried [Marketing Automation?](#))
- Branded links
 - The anchor text is the name of the client or website (EX: [Enfusen](#) is great at marketing automation)
- Naked links
 - Use the URL as a direct link (EX: Take a look at www.enfusen.com for more details)
- Synonym links
 - The anchor text is a synonym of the keyword (EX: Have you ever heard of [sales and marketing automation?](#))
- Sentence links
 - The anchor text is a complete sentence that includes the keyword (EX: [Don't miss out on new marketing automation news.](#))
- Random links
 - The anchor text is a random word (EX: [Click here](#) for more details on marketing automation.)

You will also need to vary the types of URLs in your posts. There are many different ways to write a URL. Make sure you are using a variety of different URL text in each post.

Examples on how to write a URL:

www.enfusen.com	http://www.enfusen.com	Enfusen.com	http://enfusen.com
www.enfusen.com/	http://www.enfusen.com/	Enfusen.com/	http://enfusen.com/