Inbound Links

Project Duration:

Ideally, it would take a maximum of 1 week to work on inbound links, identify the site owner, and do the budgeting for the same.

Learning from the Project:

You will learn how to create inbound links and identify the best site owner for your website within the budget provided by the marketing head.

Project Overview:

Inbound links help search engines identify the nature of your business. The best way to get inbound links is by including helpful text information in your web pages so that other site and blog owners will want to link to them. The search engines rate these natural links the highest of all and give your web page a higher ranking if you have them. Share your expertise with your customers!

- Do not link to or exchange links with sites that are created purely for boosting search engine rankings, rather than to help people find related information. The search engines penalise these link farm sites. Such link farms commonly use automated systems to exchange links with thousands of other website owners quickly and indiscriminately. Be wary of email invitations to exchange links that read like form letters. Remember, search engines like links that help people find information that is relevant to their search enquiry.

- The search engines prefer sites that have unique content, so affiliate schemes linking sites that contain duplicate content won't improve your search engine ranking.

- Links that direct people to relevant pages within your site are helpful. Let's say you are a corporate trainer, personal coach, and public speaker and your website are split into these three main areas. If your training skills are mentioned favourably on a corporate site, a link that takes people straight to your training page instead of your home page is the best because it directs people to the service in which they're most interested.

- You can include instructions on your site for other website owners.

Project Task:

1. Research five new inbound link targets for your site. You'll need to explain your methodology, research process, and the justification for each target.
2. Write a link request to the site owner for one of the inbound links that you have identified.
3. You have a budget of $5,000 USD (you may use your native currency instead). Discuss how you would allocate this budget for a link-building project.

Suggested Tools but Not Mandatory:

1. Paid Tools - **Majestic-SEO , BuzzStream Link Building , SEOmoz Linkscape , Raven SEO Tools , Sheer SEO Backlinks Watchdog ,**
2. Free Tools - **SEOmoz Linkscape** (Basic version), **Yahoo! Site Explorer, Page Inlink Analyzer , pluginSEO Beta Linking Tools** (Beta version), **Sheer SEO Backlinks Watchdog** (90 Days free, paid for some features), **HubSpot Website Grader**

Reporting and Analysis:

Your report would include the following:

- ➢ Explain your methodology, research process, and the justification for each target of inbound links
- ➢ Submit the link request to the site owner for one of the inbound links that you have identified
- ➢ Let us know how you would allocate the budget provided for the link-building project

Submission Process:

Capture the screenshot in a word document/make an excel sheet as per reporting and add your analysis comments. Attach the file under the Assessment tab, project 4 for evaluation.