

Low Hanging Links – My Top 10 list

By: Chris Bachman | December 3, 2014

Finding links to point to your site, which are of quality, and relevant, often seems like an overwhelming task. I agree, it does take time and money to generate these, especially in volume. However, there are some sources of “low-hanging fruit” in the link building biosphere. Here are a few I consistently find worthwhile. Happy hunting.

Local Relationships

Who do you have a relationship with in your community? Vendors, partners, suppliers, customers, groups, consultants, etc. Make a list...then, what can you do for them in return? No...not a reciprocal link, that cancels out the benefit.

Competitor Site Links

Go to your browser and type in **links:competitorsite.com**. Look at the places which are pointing to them. Are any of these websites where you might be able to get a link? Maybe you just need to register with them? Or write an article? Or ask....

Testimonials

If you like someone’s service write a testimonial about it and send it to them. Provide a URL where they could link back to you if they like. They may use the testimonial or they may not. But, often enough, they will post your testimonial and include a link to your site.

Help an event

Pitch in, volunteer, support, contribute. Although your intentions should be altruistic it is understandable if in these busy times you focus your efforts on those events which provide an online way of thanking those who help out.....just sayin’.

Participate in group surveys /interviews

If you participate much in groups online, LinkedIn for example, you will notice postings where someone is asking for feedback or comments on a particular topic. By participating in that question you will oftentimes get quoted and, if they are playing the game right, provided with a link back to your site.

Create a group survey or interview

On the flip side, what is to keep you from posting a question and soliciting comments? Compile those into an interesting article (they do 90% of the writing!) and post it on your website. Be sure to let all the contributors know they were included, thank them for their input, and give them a link!

Local Authority Sites

Chamber of Commerce, Tourist Board, City Government, County website, Fire department, Hospital...these are all excellent quality websites. Look them over and see what you would have to do to get a link on one or more. It may be easier than you think.

Interview someone (relevant to your business)

Have a restaurant? Interview a local chef or foodie. Sell furniture? How about interviewing an interior designer? Clothing shop? Dress for Success consultant? The options are endless. Every industry has someone who is a public interface, even a sales rep can share insights. If the person has their own business they would probably love the write up. Post it on your website and promote it. They will love it and point one or more links to you.

Look for groups with a history of thanking

Charities are an obvious first choice here. They oftentimes have a wall of thanks on their website. Anyone who depends on donations to survive knows about thanking people. Theatres, non-profits, community groups.... Don't be afraid to ask for a link. Just don't get too close to the "paid for link" situation, that can backfire if the search engines think you are paying for links.

Find Citations

A "citation" is simply any mention of your business anywhere on the web. It can also include mentions of the principals for the business, namely you. Do a search for your business name and see what comes up. If you find a place where you get mentioned, ask yourself, could this be turned into a link? Chances are it can and all you have to do is ask the people at the other end..." say, I noticed you mentioned my business in this article, I was wondering if I could trouble you to link that mention to my website?"

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