

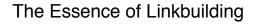
What We Will Accomplish

- Understand the basic approaches to building links to your website
- Look at some specific strategies
- · Review some of the key tools available

SEO Factors

- Useful to divide between on-site and offsite
- · Incoming links is at the top of the list
- · You don't necessarily need a ton of links

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- · Being linkworthy
- · Weighing the effort
- Incoming links are good for search engines and good for traffic
- *Almost* any link is a good link
- The Ecommerce Challenge
- Patience is a virtue :-)

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The First Sphere: Sites Under Your Control

- Blog
- Social Media Accounts
- · Other Websites

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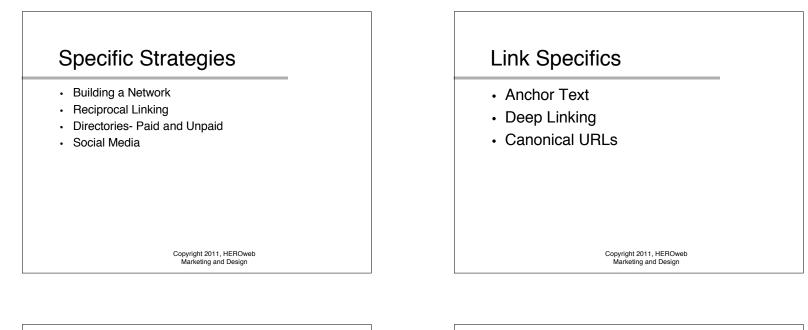
The Second Sphere: Current Connections

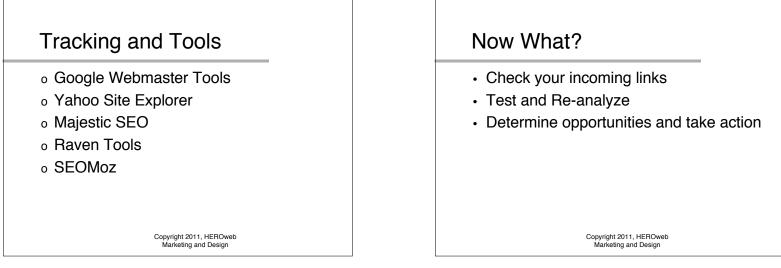
- Friends
- Family
- · Business Partners

Third Sphere: Third Party Links

- · Directories
- Press Releases
- Blog Posts
- Articles
- Social Media
- · Many, Many, More

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Michael Stearns

Twitter: http://www.twitter.com/heroweb LinkedIn: www.linkedin.com/in/mikestearns Facebook: http://facebook.hero-web.com/ Telephone: 746-6418

Email: <u>Michael@hero-web.com</u>

Web Sites:

www.hero-web.com www.mightymerchant.com http://blog.mightymerchant.com

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