

Linkbuilding Strategies for Ecommerce Websites

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<http://www.heroweb.com/linkwebinar>

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Announcements

- February Webinar: Using the Order Manager

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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

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SEO Factors

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

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The Essence of Linkbuilding

- 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

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Third Sphere: Third Party Links

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

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Specific Strategies

- Building a Network
- Reciprocal Linking
- Directories- Paid and Unpaid
- Social Media

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Link Specifics

- Anchor Text
- Deep Linking
- Canonical URLs

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Tracking and Tools

- Google Webmaster Tools
- Yahoo Site Explorer
- Majestic SEO
- Raven Tools
- SEOMoz

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Now What?

- Check your incoming links
- Test and Re-analyze
- Determine opportunities and take action

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