

SEOTIPS

7+ Easy SEO Link Building Tips

BY MATT JOB

Link building is a key ingredient of a competitive local SEO strategy. According to a report presented last month at SMX East, link building is believed to account for 50 percent of Google's ranking algorithm.

What exactly is link building? It's the process of getting high-quality websites to link back to your website. Think of it like this: inbound links to your site are like "votes" that act as third-party indicators to Google on whether your website should be considered an authority in your space. Without those "votes," your franchisees' websites won't achieve high rankings on competitive searches.

Attracting high-quality websites to link to your website can be challenging; businesses don't want to direct traffic away from their website unless they have an amazing reason to do so. Fortunately, there are "low-hanging fruit" link building opportunities available for every business. We consider a "low hanging fruit" link to be one that comes from a credible website, is free of charge and takes less than an hour to build.

Here's a list of 7+ low hanging fruit link building opportunities that franchisees can (and should!) take advantage of:

Chamber of Commerce: A majority of chambers have a website containing a member directory section that provides profiles of current members. Most profiles have a section such as "website," "website URL," or "web address." This is where you'll enter in the URL of your website and generate a new inbound link to your site.

Building Directory: Many shopping centers, office buildings and corporate parks have websites providing information about current tenants. If your business is located in one of these complexes, then see if they have a website. If they do, add your business and the URL of your website.

Sponsorships: If you sponsor local conferences, events or organizations such as a zoo, youth sports team,

Associations: Whether nationwide (BNI) or unique to a local marketplace (Arizona Small Business Association), associations have corresponding websites containing information of current members. Make sure your business is listed on those sites.

Local Bloggers: Most cities have bloggers who provide content meant specifically for local residents. For example, the Nashville Moms Blog has information on businesses relevant to mothers in the Nashville area. Do a little Google research to find local bloggers, then reach out to them with an incentive to blog about your business.

Event Sites: If your business hosts events such as a grand opening, community event or special sale, then go to event-based sites such as Eventbrite, Facebook and Eventful and create a listing for your event. Include a link to your site, and be sure to include the name, address and phone number of your business in the listing as well.

There are a plethora of additional "low hanging fruit" link building opportunities for your franchisees to take advantage of. The key is taking time every month to think about where you can earn new links from and then conducting the necessary outreach.

Matt Job is Chief Marketing Officer at Local Search Masters (LSM), a digital performance marketing agency building excellent online experiences and driving new sales for franchise and multi-location businesses. Contact him at matt@localsearchmasters.com or 877-633-5774.



non-profit, festival or 5K, then go to their website and see if they have a section featuring sponsors. If they do, then make sure your business or logo is listed on that page and, when it's clicked on, directs people back to your site.

Testimonials: Most businesses are happy to include positive reviews of their products or services somewhere on their site. Just make sure to include a link back to your site somewhere within the testimonial you provide.