

# The ins and outs of a proper link building strategy

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7 Feb 2007

A proper link building strategy is one of the most important aspects of successful online marketing. The more links to your site that are online, the more targeted customers that you will have visiting your site. This in turn means a higher profit for your business or online venture.

Many businesses are simply unaware of the massive amount of traffic that can be directed to their sites with a simple link building strategy.

## Narrow down

When a customer is looking for a specific service or feature online, they will most likely use a search engine to narrow down the information. Therefore, it is important for you to ensure that your links are placed on sites and message boards that are geared to exactly what you are offering. After all, what good would a link about football be on a site about chess strategies?

That is where many people go wrong. They figure that the more links that they have appearing on the Internet, the more traffic will be brought to their site. They eventually realise that they have not received much more traffic, due to the fact that their link building strategy wasn't as targeted as it should have been.

It is crucial for your links to be on sites that pertain to the service you are offering. People will be much more inclined to click on a link about classical music, if they are already searching a site that deals with the topic of classical music. Therefore, that is the number one secret that you need to keep in mind when planning a link building strategy.

## Same general nature

The fact is that it won't make that much of a difference if you have thousands of links on sites that don't pertain to the service you are offering. Even if the link is there, it does not mean that someone is going to click on it. It is absolutely necessary to ensure that you focus on sites that are of the same general nature as your own.

An important point to remember is that it is crucial to understand your market. This means that you need to know what sites your potential customers would be visiting. For example, if you were selling football cards, you can assume that your potential customers would be visiting sports card websites, football websites, general sports websites. This is where your links should appear.

Or if perhaps you offer financial advice. Then your potential customers may be visiting business sites, financial sites, loan sites, bankruptcy sites or basically anything to do with finances.

Once you figure out what your prospective client is looking at on a daily basis, it makes it much easier to build a successful link building strategy.

## Quality content

Another important aspect of link building is to ensure that your site has quality content. If someone clicks your link but they're brought to a poorly worded and displayed site, they will quickly move onto something else. The graphics on the site are of course important, but the actual words and articles on the site are of utmost importance. If you are not a writer yourself, then hire a freelance writer to ensure that your content shines brighter than the competition. With outstanding content, you will be able to ensure that the visitors to your site will stay and look around.

A successful link building strategy is important to any online business but it is also important to ensure that it reaches its maximum potential. After all, you would not want to waste time building your links if it didn't mean more money down the road.

## ABOUT THE AUTHOR

Andy MacDonald owns and runs Swift Media UK ([www.swiftmediauk.co.uk](http://www.swiftmediauk.co.uk)), a UK web design company which incorporates affordable UK web hosting, and logo design. [Click here to claim your FREE website ranking report now.](#)

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