

Link Building

We creatively approach the link building process, it's not about search engine optimization when it comes to developing a link building strategy. It starts with identifying your market; your potential customers will scan the web for credible sites regarding their query such as ezines, forums and directories. We are effective because we don't base our link building strategies by adding or targeting the top 30 sites with a minimum page rank of five rather, find the most important information sites that your potential customers regularly use. We will thoroughly go through the market sectors that you really service, and rank them in terms of importance to your business. By doing this we can locate a number of niche websites that are usually ignored by competitors, enabling you to generate extra business under less pressure from a competitor. We can't emphasize enough the importance of content quality, the search engine bots relish original and relevant content but it also has to be engaging for the reader we can acquire a perfect balance by using seo copywriting techniques by including the words your potential customers are looking for within a well written comprehensible frame work. We do this by incorporating the keywords relating to your products or services into your titles, subheadings and linking text. Submitting your site to web directories is also part of the process the directories help in many ways, they are very popular with users because they are considered as source credible information. The main reason to list your site in directories is for search engines to find you more easily it also helps getting one way links to your site. By implementing a tailored and measured link building strategy to your online business, it will reap the benefits:

By helping qualify traffic from relevant sites which increases sales

High quality inbound links adds credibility and visibility of your site

Increased search engine exposure

Once the strategy is applied we monitor and evaluate, not by counting how many links we have managed to get for you, but by measuring the links that are bringing in revenue so we will look at how much increased traffic comes from links, which links brings the most traffic, and how much sales increase as a result.

We don't stop there, our lateral approach to the seo enables us to use web 2.0 platforms such as social networking sites like Twitter and LinkedIn, by publishing relevant articles and setting up blogs on various web 2.0 sites like these gives you high quality contextual links which seem to be preferred by the top search engines, let us laterally implement an seo strategy that will increase unique visitor rates which in turn increase sales for your site contact us for a free quote.