

Link Building



**Beat Google Penguin With
Safe Link Building Strategies!**

Links Still Matter!

Unless you have zero competition, you will need to employ a strategic link building effort if you are going to compete in today's online world. An effective link building campaign will work to strengthen your domain authority as well as help individual pages rank well for the target key phrases they have been optimized for.

Link building has become a necessary component in any online marketing effort. However, all links are not equal. Search engines are working harder than ever to sift the good links from the bad. That is why it is crucial, if hiring a professional link building company, to seek out one who is strategic in their efforts, uses only trusted techniques and has a longevity of success. That's where we can help!



What We Can Do for You

While each link building campaign is custom designed around the client's web site and specific marketing goals, below you will find some of the most common methods we can utilize to increase the quantity as well as quality of inbound links pointing to your site. This of course is not an exhaustive list, however these methods are still Google Penguin safe!

Content Development

Develop a strategy to create "link-worthy" content that will attract links naturally such as Infographics, How-To Guides, Top Ten Lists, Widgets, Free Guides, video and a number of other types of content. Content can be promoted through various social media sites such as Facebook, Twitter, Pinterest and others, which help obtain not only inbound links but social signals that are now part of search engine's ranking algorithms.

Authority Sites

How would you like a brand mention and link or even an article written about your company on a web site such as Forbes, Entrepreneur .com, Huffington Post and others? We can make it happen. And these are the type of "authority links" that really move the dial!

Niche Sites

This method involves discovering sites that are in the same niche as your business, whether those be blogs, directories, resource pages and the like, and then requesting that they link back to your site.

Social Media

There are two methods of receiving inbound links from social media sites. 1.) we create social media profiles on sites such as Tumblr, WordPress.com, LiveJournal.com and others and link back to your site; 2.) if you have an active blog and are publishing good content, we can "push" those posts to social news and bookmarking sites such as Facebook, Twitter, Reddit, Pinterest, and others.



Guest Blogging

There still exists an abundance of opportunities to have your content featured on other sites. It is a win-win situation as the blogger obtains free content (yours) and you in return get a link or links back to your site. We would search out bloggers in your niche who are offering guest blogging opportunities, develop original content and then have it posted on their blogs.

Utility & Reclamation

Utility linking involves researching your competition and discovering where they are obtaining inbound links from and working to secure the same linking opportunities to your site.

Reclamation is a process where we examine the current inbound links you have and try to renegotiate with those linking to you to change anchor text in links to key phrases you wish to rank well for and even point links to most appropriate pages that have been optimized for those links.

NEED A QUOTE ON LINK BUILDING?

Are you interested in discussing Link Building / Acquisition options for your company or have additional questions not answered here?

Call us today at 602-715-2100 for a free, no obligation analysis of your project.
Or visit <https://www.searchrank.com> for more info.



About SearchRank

Founded in 1997, SearchRank is an original search and social media marketing company that is based in Phoenix, Arizona. We provide strategic search engine and social media marketing services for Fortune 500 companies, international businesses, small businesses and entrepreneurs from just about every type of industry.

SearchRank's primary goal is to build long-lasting business relationships by providing a superior service over our competitors. We will work diligently to obtain top visibility and increase return on investment for your business without resorting to unethical marketing techniques that some SEOs and SEMs use today. The end result - you will enjoy a long-term improvement in web site visibility, increased brand awareness, continuous flow of new sales leads and more revenues.