

Maximise SEO with effective link building

What are links and why are they important?

You will recall the importance of [getting your website seen by supporters](#) using search engine optimisation (SEO). If your website is not visible to search engines such as Google, Yahoo and Bing it is likely that your site will be overlooked when supporters come to use them.

There are various SEO techniques used to enhance your websites visibility. By boosting your page rank you will get a greater chance of appearing on page one of the search engine results page (SERPS). One technique to boost your page rank is to create quality inbound links from other websites, blogs or social media sites as each link acts as a recommendation in the eyes of the search engine. Testimonial links are of great importance for social media such as number of 'likes', views, ratings, re-tweets and favourites as these recommendations enhance credibility and build traffic to your website.

An outbound or external link is one that goes from your website to someone else's site; in some cases a reciprocal link is required before certain sites will link to you. Remember to be as descriptive as possible when linking to external sites for example "Please show your support by donating via our www.localgiving.com page (add the link)

Building website links is a time consuming process but nevertheless, one that will in time deliver great results. For Google, it is not only the number of links that is important but also the quality of the link that will affect your position on the SERPS page. Linking to .edu or .org sites carry more credibility as do links received from sites that Google ranks as having good content and good traffic

Using Google PageRank

Using algorithmic measurement, Google rank pages on a scale from 0-10; a rank of 5 is usually enough to get your website on to the first page. Using the Google PageRank tool is a useful way of determining your own websites rank and also that of other sites. If you wish to install Google PageRank follow these steps:

1. Download the Google toolbar at www.google.com/toolbar and install it
2. Choose view > toolbars > Google Toolbar if it is not already checked. The Google toolbar should now be visible
3. Click the wrench icon in the Google Toolbar, right click any option on the toolbar if you don't see a wrench bar
4. From the Tools tab, select PageRank check box and click save

You will now see the PageRank tool on the Google toolbar; to see what your website page rank is, simply enter your URL into the browser and wait for the page to load. Hover your mouse over the page rank tool until the box with page rank results appears below the toolbar.

Next week, find out how to understand what makes a good inbound link!

For further information on how an effective SEO campaign will benefit your organisation please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.