

# Creating quality links to your website

## Inbound links

When browsing other websites you will often see highlighted and underlined words or phrases which are likely to be links to other web pages or websites. So for example, when Slough CVS mention Localgiving.com we add a link to their website like this [www.localgiving.com](http://www.localgiving.com). This is now an **inbound link** to the Localgiving.com website.

**Inbound links** are important in helping you get your website more visible, enabling you to get on the first page of SERPs (Search Engine Results Page). Each inbound link is like a word of mouth recommendation from another website to the search engine, indicating that your site is credible and has valuable content. This in turn prompts the search engine to push you further up the page rank. The further up you go, the more visible you become and the more traffic is driven to your site.

## Characteristics of a good inbound link

Good inbound links come from sites that exhibit the following characteristics:

1. They are **relevant** to your website, that is they share the same/similar search term or page tag with your site
2. They gain a **decent amount of traffic** (check [www.alexa.com](http://www.alexa.com) to identify traffic volume)
3. They have a **Google PageRank of 5** or higher

## Implementing your link campaign

1. You should aim to get at least 50 links over the course of 3 months (so about 4 a week) with a view that gaining 30 will be a good outcome (however there is no upper limit). Creating a few links a week will break your link campaign down into bite size chunks ensuring it doesn't become overwhelming
2. Create a spreadsheet to enable you to keep track of everyone who is linking with you and those who you would like to link to in the future. Include columns such as website domain name, email address, contact telephone number, submission date (date you requested the

link), reciprocal link requirement and date checked to see when the link was posted

3. Identify who currently links to your site. You can do this by signing up to free web analytic sites such as <http://www.google.com/webmasters/>. Using this site you can download data about your internal and external links, identify which queries drive the most traffic to your site while diagnosing broken links or page indexing issues

**\*You can do this for any website so type in other similar organisations and see who is linking to them\***

4. Go through a list of directories such as [Yahoo](#) and [Open Directory](#) to find relevant websites that you would like to see link to you
5. Links from authoritative (trusted) websites are all classed as 'good' links. These sites include the Chamber of Commerce, local education sites, local news sites, trade organizations, other charities, radio and news stations
6. Encouraging news sites to link to you is easier said than done but a good way is to submit your site to [Google News](#). If you want to get noticed by news sites you need to make sure you are feeding them content on a regular basis
7. You can ask people in your sector, suppliers and even your supporters to link to your site. Most of all, give people a reason to link to you: a table or list of useful information, a diary of forthcoming events in your sector
8. Use social media to share your website link; this will increase the opportunity for others to not only link to your website but also to share it with their contacts, thereby increasing reach

### **Making a link request**

1. Find a link prospect, identify the person behind the site and add their details to your spreadsheet
2. Find out what social networking sites they use and become a friend/ follower/connection

3. Look for opportunities to interact with them, reply tweet or comment on their status update
  
4. Now you have made contact it will be easier to give them a call or send them an email requesting they link to you. Remind them of the benefits a link to your website will bring to their visitors, also offer to do a reciprocal link.

Overall, creating inbound links is a time consuming project but one that is important if you want to get your website seen.

**Start your link campaign now by linking with Slough CVS and we will link back to you!**

For further information on how an effective link building campaign will benefit your organisation, please contact Carol Strachan – Donor Marketing Officer Slough CVS on 01753 524176.