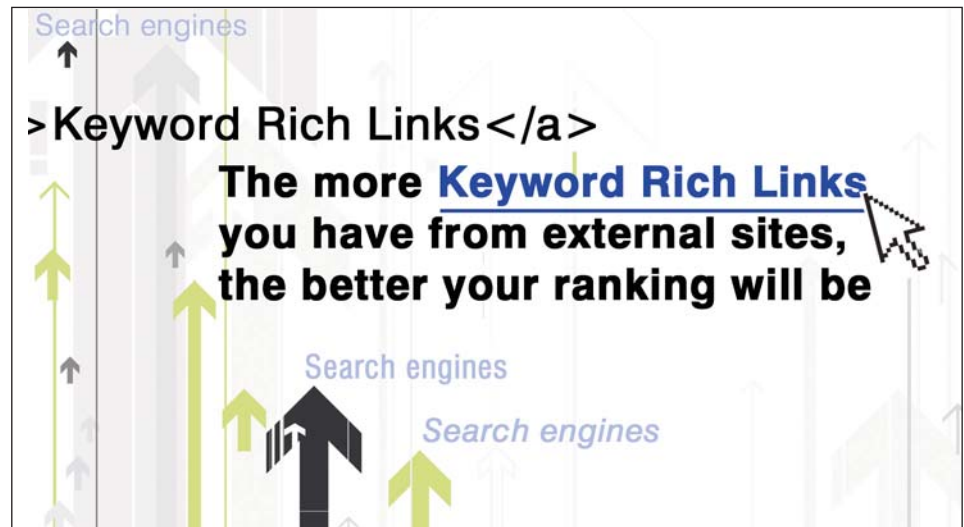


## Build Keyword Rich Inbound Links



To rank well in search engine results you need to score well on both ‘on the page’ and ‘off the page’ factors. ‘On the page’ factors are about what is on your own pages and therefore within your own control: ‘off the page’ factors are the links from external websites to your own, and these are much more difficult to control.

*“If you can persuade external sites to link to you using keyword rich linking text then you’ll get a significant search engine boost.”*

Most external links will use your domain to link to you, but if you can persuade them to link using keyword rich linking text (sometimes called anchor text), then you’ll get a significant search engine boost.

So while AbeBooks.com would be pleased with a link like <http://www.abebooks.com>, they would be even more pleased with a link like [used books from AbeBooks](#) because the linking text contains one of their important keywords, ‘used books’.

For many website managers and owners, getting an external link of any kind is achievement enough, without having to manage the even more difficult task of persuading an external website to link to you using specific keyword phrases of your choice.

So how do you get keyword rich inbound links?

In an earlier section, we showed you how to choose product and publication names to get such links: and there are other methods that if you persist will bring you many valuable links.

However, before we list them, you need to do some preparation:

- Start by choosing 5-10 of the most popular keywords that you're going to use in your initial link building campaign.
- Now write variations of the links that you'd like to use. For example, to create the link used books from AbeBooks, I'd write the following html `<a href="http://www.abebooks.com/">used books from AbeBooks</a>` You'll want to create a variety of inbound links using different variations of linking text.

There are simple steps you can take to start getting keyword rich links. They include:

- (i) Simply show people how you'd like them to link to you. Write the html, make it available and ask people to copy and paste the code into their own web pages.
- (ii) Buy directory links or text ad that allow you to specify the linking text.
- (iii) Build contacts and relationships within your industry. Be generous in linking to useful external resources and you'll find that the people you link to take notice. Your generosity will often be rewarded with links back to your own site. If you've built a good relationship, people will be glad to use the linking text you suggest.
- (iv) Write newsworthy press releases and use services such as [www.prweb.com](http://www.prweb.com) to distribute them. For a small additional fee they will allow you to embed links into the body of your press

release.

- (v) Write and publish quality articles and blog posts on your own site. Make sure that you include important keywords in the titles of each article or post. People will generally use those titles when they link to you.
- (vi) Quality news and information sites in your industry will often accept well-written articles for publication. When they do, they'll normally publish a signature box describing what you do and linking to your site in whichever way you specify.

Link building is a time-consuming business but it is essential work if you want to rank well on search engines. Your efforts will be doubly rewarded if you go the extra mile and look for keyword rich inbound links.

We hope you've enjoyed your Keywords Basics course. You can learn even more from the articles, case studies and tips we publish at the [Wordtracker Academy](#). Also make sure you sign up for the [Keyword Expert Newsletter](#) so that you get vital information before your competitors.