

## CLASS NOTES: SEO Fundamentals 2: Build Links and Boost Leads

Thank you for attending our webinar “SEO Fundamentals 3: Build Links and Boost Leads!” Here are some notes to help you build your business with Search Engine Optimization.

### KNOW YOUR LINKS

Links are the colored text on websites that when clicked on, take you to another page or another website. There are three types of links.

- Internal links (within your market leader website)
- External links
  - Inbound: From other websites to your website
  - Outbound: From your website to other websites

### OBTAINING LINKS BUILDS YOUR SEO

#### Primary benefits of obtaining links:

- Links signal to Google and other search engines that your website is a quality site.
- It also improves your domain authority, especially when you have links to your site from:
  - Different domains
  - Top tier sites
  - Relevant websites

#### To obtain effective links:

- Earn links from sites with:
  - High domain authority
  - Relevant content on both the website and on the specific page that links to your site
- Be cautious about getting links from sites that have relationships
  - A reciprocal link is when you link to a site and that site links to you.
    - Reciprocal links are okay to have, but don’t rely solely on this type of link.
  - Do NOT purchase links
    - Google could give you *significant* penalty.

### LEVERAGE A LINK STRATEGY

#### Key strategies to use when building links:

- Generate link diversity
  - Earn links from a variety of types of websites (blog, Social media, local news, etc.)
- Build links consistently over time
  - Don’t build links then stop
- Earn links that signify an endorsement of you and your business
- Generate more links coming to your site than leaving your site
- Link to many pages on your website, not just the home page
  - Link to pages within your site (meet, sell, market insider, etc.)
- Leverage your target keywords in your inbound links

## STEPS TO EARN LINKS

### Steps to earn external links to your website

1. Identify your goal
2. Select your target landing page
3. Update the unique content of the landing page as needed
4. Choose your preferred external websites
5. Earn the link
6. Work with the external website owner to link to your site

## SAMPLE PREFERRED EXTERNAL WEBSITES (STEP 4)

### Local news sites

- Local neighborhood sites
- Local bloggers
- Local newspaper sites that cover real estate
- Local radio stations
- Sites that list local events

### Real estate related businesses

- Lenders
- Contractors
- Stagers
- Title companies
- Painters
- Developers
- Home inspectors

### Professional associations and business sites

- Master Builders Association
- Better Business Bureau
- Local Chamber of Commerce

### Resource sites

- Company relocation
- HR sites with resources for employees
- Newlyweds (who to contact to buy your first home)
- Seniors

## SAMPLE STRATEGIES TO EARN LINKS (STEP 5)

- Build relationships by adding value
- Contribute to the site owner's entire online presence
  - Post comments on their blog
  - Retweet their tweets
  - Participate on their Facebook and Google+
  - Follow them on Twitter
- Later ask for a link to your site
- Recommended reading for building business relationships: *The Go Giver* by Bob Burg

## STEPS TO WORK WITH WEBSITE OWNERS TO CREATE LINKS (STEP 6)

### When a site owner offers to link to your site:

1. Request to link to your relevant target landing page
2. Encourage them to use your keywords as anchor text
3. Suggest a relevant page on the external site to place the link to your site
4. Test the link to confirm functionality

## TARGETED LINK GENERATION STRATEGIES

### Guest Blogging

Post on sites:

- Relevant to real estate and your niche
- Relate to your keywords
- Support your brand
- Have large viewership
- Leverage high domain authority

Go to [www.google.com/blogsearch](http://www.google.com/blogsearch) to find blogs

Guest blogging best practices

- Bring value before requesting to post
- Be a polite blogger
- Link to various pages on your site
- Include a link near the top of the post
- Include a link in your blog signature at the bottom of the post
- Purchase an ad on the blog

Steps to set up guest blog posts with site owners

1. Write your article, blog post, etc. in MS Word (or similar program)
2. Find your target landing page
3. Copy the URL
4. Turn the anchor text in your article into hyperlinks
5. Give the article to the website owner
6. Test the link to confirm functionality

### Link to your site from your social media sites

- Put links to your Market Leader website in your social media profiles.
- You can also post to your website from your social media sites (e.g., Facebook posts and announcements, LinkedIn announcements, etc.)
- Leverage ActiveRain
  - To quickly build links to your site from a website with high domain authority
- Link from other Real Estate websites you're using
  - Only "follow" links can contribute to SEO on search engines such as Google
  - For clarification, some links from Trulia are "follow" links and some are "not follow"
  - Links from Craigslist are "not follow"

### Network to build SEO

- Help people you know
- Sponsor events and community programs
- Teach classes at local community colleges
- Request links from out-of-area realtors
- Leverage social media
- Network with agents on ActiveRain
- Request a link from their site

### LEARN MORE

**Watch tutorials** on how to customize your website

- Growth Leader, go to: [www.marketleader.com/agent-steps-to-success](http://www.marketleader.com/agent-steps-to-success)
- RealtyGenerator, go to: [www.marketleader.com/broker-steps-to-success](http://www.marketleader.com/broker-steps-to-success)

**Visit and ask questions:** [www.facebook.com/marketleader](http://www.facebook.com/marketleader)

- Ask your questions and share what's working in your area!

**Get information about pay-per-click advertising** through Market Leader: 1-888-820-4778.

### THANK YOU FOR JOINING US

We look forward to helping you take your business to the next level!

-The Market Leader Team

A decorative graphic at the bottom of the page consisting of several overlapping, curved, light blue shapes that resemble waves or a stylized landscape, extending from the left side towards the right.