



Intro to Link Building

Action Items: Create one each of the following profiles and create a link to your website.

What's the purpose of all these Web 2.0 properties?

The purpose is to create incoming links to your site. Also, to create other profiles that can show up in the top ten of Google. You'll learn more about doing this later. But for now, simply create these sites. It will begin your climb up the Google ladder.

Here's a list of a 5 beginner Web 2.0 sites to give you links:

1. www.Squidoo.com - Set up a profile then create a "lens"
2. www.Hubpages.com - Set up profile and create a "hub." * Must have unique text
3. www.Wordpress.com - Sign up and create a blog (this is a blog on the Vox site)
4. www.Blogspot.com - Sign up and create a blog (this is a blog on the Blogspot site)
5. www.Digg.com - Sign up and "add a link" to bookmark your site and these profiles

Details on the above Web 2.0 property sites:

Do these in the order in which they appear. This leaves Digg last so you can "bookmark" your own website as well as the four above profile sites you've created. These are also called Web 2.0 properties. Hubpages is one site that does NOT allow duplicated text content. So the text you add here should mostly be newly written text. The other sites can indeed include duplicate text content. The Wordpress and Blogspot blogs you'll create are simply blogs that are on another website. These are something completely different than the Wordpress blog you may have on your own domain name.

How to anchor text your links for better SEO:

Your links should be created as a “hyper link.” This means your link appears like keywords (ie. Carpet Cleaning Yourcity). And when you click on the link, it goes to your website. In most cases with the sites associated with this handout, there is an area with a symbol that looks like a chain link. You’ll need to click the chain link after you type in your keywords. This tells Google your site is all about the keywords you put in the hyper link or also called anchor text.

The screenshot shows a HubPages hub page titled "Carpet Cleaning Ocean NJ" with 67 hubs. The page includes several links and content blocks:

- Navigation:** HubPages logo, [carpetcleaningweb] sign out, start a new hub, my account, my profile, contest, help.
- Menu:** browse » Topics Hubs Answers Hubbers Forums Feed
- Breadcrumbs:** All Topics > Home > Cleaning > Floor Cleaning > Carpet Cleaning Ocean NJ
- Hub Actions:** edit, stats, delete, suggest links
- Hub Title:** Carpet Cleaning Ocean NJ 67
- Author:** BY CARPETCLEANINGWEB
- Links:**
 - [Cascade® Dish Detergent](#): Read Reviews and Get More Info About Cascade® Dish Detergent
 - [Local Carpet Cleaners](#): Find Prescreened Carpet Cleaners. Install, Fix, Remodel. Free Quotes!
 - [Truck Mounted Carpet Cleaner](#): Find Truck Mounted Carpet Cleaning Equipment at Business.com
 - [Carpet Cleaning Services](#): Compare Quotes From Up To 4 Local Carpet Cleaning Services. Free!
 - [SW1000 Degreaser/Cleaner](#): non toxic, water based, no butyls simply the best, as seen on TV
- Content:**
 - How to Have the Cleanest Carpet in Ocean New Jersey**: Carpets, especially wall-to-wall carpeting is beautiful but cost a lot to install. Carpets are considered to be important investments that need to be taken care of. A ruined carpet that needs replacement is every carpet owner's nightmare. That is why every carpet owner needs to care for their carpets to help make them lasting longer.
 - 1 Trick of a tiny belly:** Cut down a bit of your belly every day by simply using this 1 weird old tip.
- Footer:** Go to [Carpet Cleaning Ocean NJ](#) to find a pro cleaner in Ocean. Every home owner, car owner, and business owner with carpeting in their respective properties would want to do everything in their power to keep their carpets looking new and staying healthy. Keeping their carpets for the longest possible time is the ultimate goal. And that goal is possible.

Above is an example of “hyper text” or “anchor text” in a Hubpages Hub. The words “Carpet Cleaning Ocean NJ” are the keywords. When you click them, it goes to the website we want to rank for that keyword.

Here are a few examples:

1. <http://www.squidoo.com/carpet-cleaning-richmond>
2. <http://hubpages.com/hub/Carpet-Cleaning-Ocean-NJ>
3. <http://carpetcleaningpensacola.wordpress.com>
4. <http://carpetcleaningboulder.blogspot.com>
5. <http://digg.com/johnbraun824>

Remember to create stuff your target clients want to read!

Now get in there and start promoting your website!