

Using keywords to write testimonials for link popularity

By Billy Fullerton

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Writing testimonials and complimenting other web sites and webmasters is not only a good way of improving your site profile, but also a very good link popularity strategy that you should seriously consider adopting to promote your website. That doesn't mean that you should start writing to every website you visit.

The benefits of writing testimonials is that webmasters will use the testimonial on their site, and in doing so will provide a link to you. Most people will ask your permission to publish your testimonial and you will grant it, providing that the link to your web site remains in place, it's that simple.

You can of course search for web sites that publish testimonials through the Search Engines using relevant search terms such as "add a testimonial" using keywords, and you will find a few that will be happy to publish your testimonial on their "Testimonial Page" but you can write to any site with a testimonial and there's a fair chance of it being used at some point. Whether or not they have a page for this purpose.

As with everything concerning link popularity, it is important to stay within your websites theme when you are writing testimonials. After all, the whole point of writing the testimonial is to get a quality inbound link from the targeted website. It should be a highly ranked website which appears on the first 3 pages of the main Search Engines. It also must have a similar theme to your own.

Writing testimonials is also a way to get good quality inbound links from top ranking websites that wouldn't otherwise link to you.

I've read a lot of testimonials that people have written over the years and it's got to be said that the biggest majority of people who write them have not grasped the importance of the wording of their testimonial. It's all very well patting another Webmaster, or company on the back, telling them how great their website is, but let's take a step back, and a shot of reality here for a minute. It's your own website that you are promoting!

Before you even begin to write a testimonial I suggest that you do two things:

- Copy your websites title, description, keywords and H1 tags on to a blank word document.
- Do the same with the website that you are going to send the testimonial to.

You now have two sets of key words and phrases that apply to both sites. Now cross-reference both sets of words until you have the most important key words that both sites use. I'll give you an

example:

Let's say both website themes are to do with animals. They're focusing on all types of pets, i.e. dogs, cats, birds, fish, horses, hamsters, reptiles etc. and their key words read like this:

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meta name="keywords" CONTENT="pets, dogs, cats, pet supplies, pet care, pet shop, pet names, pet information, pet retailers, pet stores, cat breeds, dog breeders, cat food, dog food, cat insurance, dog insurance, animals, animal insurance, birds, fish, reptiles, horses, puppies, bird, rabbits, virtual pets, cat supplies, dog supplies, pet passport, pet travel, vets, veterinary, pet health, pet guides, pet info, exotic pets, pet birds, cat breeders, dog training, cat names, breeds, tropical fish, aquarium fish, pet welfare, animal charities, animal shelters, pet publications"
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You on the other hand only deal with dogs and your key words read like this:

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meta name="keywords" content="dog, dogs, dog links, pets, pet care, products, breeds, canine, canines, puppy, links, dog breeders, pet information, boarding, kennel, groomer, pet supplies, dog sitter, dog food, labrador, dog information, dog products, working dogs, puppies, find a dog, k9, K9, obedience, German Shepherds, Beagles, rottweilers, dobermans, collies, labrador retrievers, dalmatians, poodles, corgi, hounds, terriers, greyhounds, great dane, jack russell terrier, mutt, mutts, mixed breed, bulldog, sporting dogs, veterinarians, kennels, groomers, golden retrievers, adoption, AKC, dog fancy"
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For the purpose of this example I've used only five similar key words / phrases - pets, dogs, pet care, dog breeders and pet information. However, I think that you will get the general idea.

When you begin to compose your testimonial you will be writing with your own websites profile firmly in mind. The main key words and phrases, which apply to your site, will be included in a paragraph of text that applies to your site surrounding your text link. This also applies to the website that you are writing the testimonial for, so you are self promoting without it being apparent to anyone else and providing the crawling spiders with a good quality relevant link.

Some people will argue that you will get the link just by adding your bio to the testimonial. This is to a certain extent true, what has to be considered however, is that link quality is more important than just link popularity alone. By following these simple steps you are in effect writing key word rich content for your own sites promotion on another companies web site. And, with you firmly in control you are creating quality rather than quantity.

I had considered writing an example of a good testimonial, but I've thought better of it as it would be copied and it won't be long until a lot of similar paragraphs begin to appear all over the web! This would of course lead to people looking at testimonials differently, which, will eventually happen but I'd rather that you wrote your own original individual testimonial.

I will include a couple of links to testimonial pages on a couple of random web sites for you to look at:

<http://www.1simple.com/aboutus/clients/>
<http://www.lawinfo.com/testimonials.html>

It would also do you no harm to look at the wording of these testimonials and compare it to the senders keywords and you will easily understand, given the information that we have already covered, how to, and how not to write a testimonial for link popularity.

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