

# Innovative Ways to Get Links

By Debra Cohen

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We all know it's important to get links to our sites to increase our traffic as well as link popularity. Yet, the process is both daunting and frustrating of finding contacts, keeping track of things and skimming directory listings.

Instead of only offering a link back, have you thought of enhancing your offer?

Be different and offer something of value for a link back to your site. It could be an ebook, a free webpage, creation of a banner, ad in your ezine for free or a consult. Stand out from the crowd by offering something unique and different. For sites that seem out of your reach you can think of a unique package that would work with the webmaster's site. If the webmaster likes what you gave him or her then that offer might even be put on the site itself and you'll get more webmasters linking to you.

One way I've done this for a site of mine was through offering a few webmasters with nice traffic and also popular ezines a free email consult giveaway to 3 subscribers. They were happy to both put the link on their website as well as advertise it in their ezine as a random draw. The subscribers who were chosen then sent me an e-mail discussing a personal issue and I sent them suggestions incorporating meditation, yoga and ideas to help out.

This is something that could be done with your expertise whether it's web design, internet marketing, cgi scripts, tutorial on using ebay etc etc.

Another trade I've done is I ran a free ad in my quotations newsletter in exchange for a link. I did this both for the webmaster and for a subscriber he gave it to in his ezine as a gift. Again, I received both a link to my site as well as a link within the ezine itself sent out to 5000 subscribers.

Think about what you can offer a webmaster and his visitors and your e-mail to him/her will be re-read a few times and thought about.

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