

3 POINT BLANK LINKING FORMULAS!

By Larry Dotson

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1) COMMUNITY TOGETHERNESS

Allow other web sites to use your online community for their web site visitors. Just have them link directly to the discussion board or chat room. Include your web site's ad or banner ad at the top of the page.

You could also just create a discussion board or chat room ring. It works just link a web ring except all the online communities would be linked together.

2) NO COST CONTENT

Offer other web sites free content to post on their web site. Include your link on all of your content. The content should be related to your web site because it will be in front of your target audience.

Content isn't just limited to articles. It could be free ebooks, software, online utilities or services, web directories, e-reports, autoresponder courses, etc.

3) GIVE YOUR COMPLIMENTS

When you purchase a product and it exceeds your expectations, e-mail the business a testimonial or endorsement. Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site.

Another option would be to write a review of their

web site or product. Write about the benefits you gained from the web site or product. Allow them to publish it if they link to your web site.

QUICK READ SUMMARY

1) Give webmasters the option of linking to your online community or start a chat web ring.

2) Allow visitors to post your content on their web site if they link to your site.

3) Allow webmasters to publish your compliments on their web site or ad if they link back to your site.

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