

Raise Your Profile with Contextual Links

What's the best way to get your website noticed by Google? There's no easy answer to this question – it's rather a combination of elements which yield results if applied consistently over time.

One of the crucial ingredients is the use of reciprocal links on your web pages to and from other websites relevant to yours.

It's a proven way of upping your online profile. But how do you go about setting up these links to begin with?

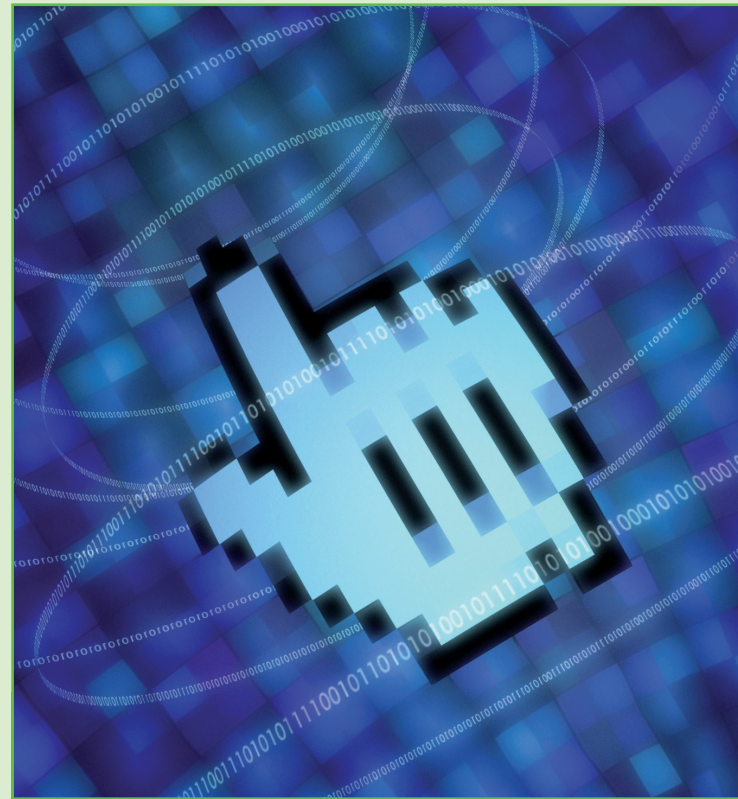
One of the biggest challenges when setting up contextual links is finding appropriate companies who are willing to trade links. Ideally these need to be businesses that offer a product or service complementary to yours: a graphic designer and a web designer for example. Don't make the mistake of linking to websites that offer similar services to your own – you risk sending your own potential customers to a competitor's website.

Once you've agreed to exchange links, there's still the hurdle of actually adding the contextual links to your web pages. If you can update your own website, it's a simple job but if you're relying on your web designer to do it, it may take longer. And you'll also need to check that the other party has added your link to their website - it's exactly the kind of job that gets shunted to the bottom of the 'to do' list in deference to more pressing tasks.

If you're starting to think adding contextual links to your site is going to be a drain on your energy, LiaiseOnline may have the answer. Wouldn't it make sense to bring a

group of like-minded individuals together to create reciprocal contextual links that can help get your website noticed by Google? Well that's exactly what we were thinking when we created www.contextuallinks.co.uk – it's LiaiseOnline's contextual link site aimed at giving you a mechanism for generating contextual links to your site. And the best news is there's no cost involved.

To find out more about contextual links for your website, call us on 01753-852904.



www.contextuallinks.co.uk