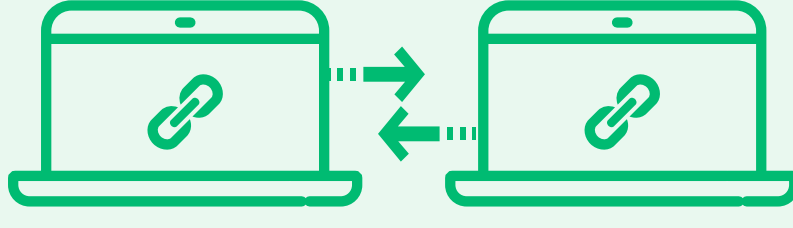


BACKLINKS:

BACKLINKS ARE ABOUT INCREASING THE EFFECTIVENESS OF YOUR SEARCH MARKETING EFFORTS

When it comes to search engine optimization, **BACKLINKS ARE A GREAT WAY TO HELP YOUR WEBSITE CLIMB TOWARD THE TOP OF SEARCH RESULTS.**

Backlinks are an incoming hyperlink from another webpage to your website.



THERE ARE FOUR TYPES OF BACKLINKS

Internal



These are links within your website that send visitors from one webpage to another, all within your website. Internal links help you keep visitors engaged on your site longer, which increases search rankings.

External



External links are links on your website that direct users to completely separate websites. External links are helpful for referring visitors to other relevant sources online, so you can add value.

Inbound



Inbound links are highly sought after, and are the links that are on other websites that direct visitors to your website. **Quality inbound links improve your website authority and positively impact your rankings.**

Paid



Inbound links purchased from a link retailer. Because paid links are not always good quality, they are generally frowned upon and are more likely to hurt – rather than help – your rankings.

8 SMART WAYS TO BUILD MORE INBOUND LINKS TO YOUR WEBSITE

1 Be a guest blogger.

Publishing articles on other popular websites helps you quickly get content in front of new readers and gain greater exposure. Reach out to various publications and influencers that are either in your same industry, or will help you get in front of your target audience. Be sure to link to your social media profiles and website within the guest article to gain the backlink.

2 Publish press releases.

Anything can be newsworthy! Offering a new service? Hire a new employee? Participating in a local event? Write a press release and publish it via [PRWeb](#), [PRLog](#), or [MarketWired](#). Once published, your article can get picked up by various online publications and generate tons of links to your website.

3 Claim your listing across online directories.

There are thousands of online directories, so make sure you submit your listing only to the high-quality sites. These include: [CPATool.com](#), [CPAFinder.com](#), [CPADirectory.com](#), and [Accountant-finder.com](#).

4 Join HARO.

HARO provides daily emails that connects sources to journalists and vice versa to help with stories. As an expert in the accounting and financial industry, you can find reporters seeking your knowledge and get publicity (and a backlink!) for helping.

5 Answer questions in online forums.

People are asking accounting-related questions online all the time. Explore various online forums (e.g. Yahoo! Answers, Reddit, and Quora) to find questions related to your field and provide insight. Be sure to include your website URL in the signature line. Not only will you showcase expertise and help someone out, but you'll gain backlinks, too!

6 Ask others for a backlink.

Whether you're a member of the Better Business Bureau, your alumni association, or a community organization, ask those places to list you in the members section of their websites with your name and URL. Highly professional and relevant organizations are great for helping you build a solid backlink.

7 Complete your social profiles.

Search engines now place a higher emphasis on social networking activity within their algorithms. Ensuring your social media profiles include a link to your website will show search engines your social involvement while giving your website another backlink.

8 Leave reviews or participate in a case study.

Leave reviews online and make sure your profile includes a link to your website. You can also ask companies you work with regularly to do a case study about you, as it will help their marketing and also give you an additional backlink (just ask that they include your URL with your name on the case study).



Backlinking Top Tips:

- ✓ The stronger the backlinking site, the better the results.
- ✓ Focus on getting backlinks from real websites with real traffic
- ✗ Avoid automated link building tools

CREATING A SOLID NETWORK OF **CREDIBLE AND RELATIVE BACKLINKS** TAKES TIME, BUT HAS PROVEN TO BE A VALUABLE WAY TO GET BETTER RANKINGS ONLINE.

To learn more about getting better rankings and winning new clients online, **call CPA Site Solutions at (800) 896-4500.**