

Module 4: Link Building

You do NOT need thousands of links.

You DO need quality links and directory listings.

You want incoming links from sites with a good reputation.

Incoming link= “When another website links to your site.”

Tools to Judge Site Reputation:

Site Authority Checkers

<https://checkpagerank.net/index.php>

<https://ahrefs.com/website-authority-checker>

Backlinks

Check backlinks for your site and your biggest competition. Free sites here:

<https://ahrefs.com/backlink-checker> or <https://moz.com/link-explorer>

You can often get ideas from where your competition gets local links so that you can get the same link to gain ranking.

Get Links from These Sources:

Directories

A valuable local business is listed on LOTS of directories. Use the list of best directories we included. Submit your site to at LEAST 30 or more.

Use the SAME EXACT INFORMATION ON EVERY LISTING. Whatever address you have on your Google My Business page must be replicated on all your directories.

If your street name is spelled out Road on your Google listing, make every directory listing with Road. If it says Unit 7 on your Google listing, make it say exactly “Unit 7” on all your directories.

IMPORTANT: Also get local directories. You can find these by going to

Google and searching “Local Directories in City.” For example, “Local Directories in Atlanta.” Find the top domain authority directories. Spend a few bucks on the listing if needed, but not more than \$100-ish per year.

Social Sites

You’ll need at least a few social site profiles. See the list provided. In competitive areas, more will be needed.

Fill out the profiles ENTIRELY. Add pics, videos, text, and your website link.

Post links to the important pages and NOT just your homepage.

You DO NOT have to active on these. Pick a couple you enjoy and post regularly.

Other Cleaning and Local Websites

To prove to Google that you are a local business with a valuable site, you'll need directories, social sites, and links from local and cleaning related websites.

Ask owners of other local companies and cleaning companies to give you links. But do NOT do a link exchange, which is one site linking to you and you linking directly back to them. This doesn't help and may hurt SEO.

How do you get links from other businesses?

Put up some REALLY good content. Write a great article or report that local businesses want to feature. Put up a killer video they want to give a link to.

Do something great that other businesses want to note.

When you join various local or cleaning related groups, you'll often get links naturally. For example, post on a popular industry web forum. Consider the local BNI, Rotary, BBB, or Chamber of Commerce. Put up profiles on any cleaning or local website that you can.

The Bottom Line: Doing all of this is natural. It shows Google you're active online and that you participate in the keywords that you are claiming that your site is all about!

See our list of directories and social sites.

Create 40 - 150 directories ASAP. Then create 2 - 12 new social sites each month.
The bigger your city, the more you'll need to do to rank.