

Tips on Seeking Reciprocal Links

Target your inquiries. They must somehow be related to your business. They must approach the same audience. They should provide complementary products and services to yours. Ideally, they should be larger sites your competitors are not already on. Find them in search engines using your own key words.

Make an impact. You will be contacting sites which have more traffic than your site. Your message has to be different than a simple, common, ordinary request to trade links. Be creative.

Spell out the benefits. The key to getting a site to say 'yes' to a reciprocal link is to describe the benefits to the other site to do so. Show why it would be advantageous for them to link to you. You also want to focus on the benefits of your products and services. Offer something your competitors don't or can't. Explain how the visitors to your site fit the profile of visitors to their site.

Make an offer. Explain to the other site that you would be willing to post on your site a big 'write up' or 'review' of their site with your 'personal recommendation' to visit their site.

Ask for a banner. Have a banner in various sizes designed for you. Banner links are more effective than simple text links. Be sure to include the words 'Click Here' in your banner. Give them a link to the image file on your site. That way you can change the banner and keep it updated on all sites at once. Accept a text link if that is your only alternative.

Be persistent. It may take a number of contacts over time to get your link onto a site. Once you are there, it is unlikely that you will be removed for quite some time (if you provide a quality product or service, and excellent customer care).

Perceive the value. While pursuing reciprocal links may seem like a time-consuming task, think about the potential value. One link could bring you thousands of dollars in new business each year.

Personalize your request. Send each e-mail or letter individually. Refer to the site by the correct URL and to the person by name. Find the site owner's name at www.netsol.com in their 'whois' section. You can also use special software to strip out the contact information from a website and other software to generate 'personalized' bulk mail. If you do send the same message to several individuals, put their e-mail addresses in the 'bcc:' section so they do not see each other's e-mail addresses – it will appear that you sent the message only to them.

Follow up. For those sites who do not respond to your request, send them a follow up e-mail. Remind them of your request and make note that you did not hear back from them. Explain that you were disappointed because you felt the visitors to each other's sites were similar and a 'perfect opportunity' for increasing traffic at each other's sites. Mention that you look forward to receiving a reply, even if they are not interested. If they are not interested, ask if they have any suggestions for other sites to exchange reciprocal links with.

Message Template for Seeking Reciprocal Links

To: Potential Reciprocal Link Company
Subject: Inquiry for Potential Reciprocal Link

Hello,

I am inquiring about your [subject or content] website ([URL]). I am interested in having my site linked from yours with a small description of what my site is about.

There are several benefits for you in exchanging links with me. [List benefits here – this is the most important part of the letter.] Our [site or company] is unique because [reasons].

I have a [company, product, or service] called [name of company, product, or service]. We/It provides/offers [several benefit statements, competitive advantage, uniqueness]. You can find my site at [www.mysiteurl.com]. Your visitors would definitely find this information to be a valuable resource on your site.

You and I are attracting the same type of visitors. The visitors to our site are [describe *their* visitors' demographics and psychographics]. This would be a perfect opportunity for both of us to exchange links to increase traffic at both sites. As we promote our site, it will lead to more traffic for you!

How many visitors does your site [or specific page] get per month or per week? Do you have a banner or logo I could use on my site to link to you? Or would you prefer a text link? Do you have an article or information about your [company, product, or service] that I could publish on my site?

I am looking for a long-term marketing relationship with several complementary companies. I have limited space available on my site and am looking to reach an agreement with partner companies before [date about one month away – to give some sense of urgency].

Please reply or call me at [000-000-0000 x000] to let me know that you can provide a link to my site at [www.mysiteurl.com/page.htm]. I look forward to hearing from you and to sending lots of visitors to your site!

Sincerely,