



Is Your Business Making The Right Connections?

SETUP YOUR LINK

ISSUES

The internet is built on links. It's a way not only to navigate, but it's the way by which the search engines can determine how 'popular' you are, in other words it is the currency of the internet.

The big issue is ... make sure your links are right and they go to the places you want them to, not only for the search engines, but very important for your readers.

Q & A

How to build a link?

You can build a link by hand, crafter with love using HTML, many programs offer some link building capabilities in their editing systems. You can use the HTML HREF tag to build your link, but for the non-techy that does take some time and effort best spent on more profitable tasks.

How can the right link help my business?

The right link can push business to your internet sales page, ecommerce site or a registration location. If a link is broken then your clients will be annoyed, they won't get the right information, and the search engines can't love you the way they should.

Are you getting the best advantage from your businesses presence on the internet?

There are so many components to address in answering that question to rectify the situation if you answered NO!

Let's quickly look at one small aspect of doing it right on the internet.

Links. The internet is made up of links. It's how we tell the browser we use to go to the website

we are interested in reading.

If you don't have the right link then you aren't going to get to read the information you are seeking. Nor will people reading some piece of fantastic content you have released onto the internet going to find what it is you are linking them too.

Google, Yahoo, Bing and other search engines rely on links. They go out every day and scour all the internet sites

by following the links. If your link is wrong then it follows the link to a dead-end and reports and error and you lose credibility in the eyes of the search engine - and they don't like that, in fact the score they give you as information provider will actually decrease. The better the score the higher up the search engine rankings you will

be.

Don't you also want to be on Page 1 of Google for your area of expertise? KIX has developed a tool for it's clients



to make this process of creating correct and tested links so much easier.

Visit <http://www.rightlinker.com> to find out more about what the tool does and see how it works. Just register and download your copy.

[The KIX Group](http://www.kixgroup.com) is dedicated to delivering useful solutions to our clients in all aspects of their internet communications.

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