



Link Exchange Factsheet

What is a link exchange?

Link exchange is a strategic alliance in which both parties recommend each other's websites for mutual benefit.

What is Search Engine Marketing?

Search Engine Marketing (SEM) is the business of promoting your website.

The aim is that **when your customers search Google** or other search engines for a service or product you provide, **your website is displayed prominently in the results.** It involves targeting keywords which your customers will use in their search.

SEM involves two main endeavours:

- **Inbound link building:** gathering links from sites with authority¹ which point to your website. The more links, the higher the authority of the partner,
- **On-site Optimisation:** ensuring that your site is SE friendly: that the site is highly accessible, a quantity of quality content promotes your targeted keywords, and links within your website are structured strategically.

What's in it for me?

Your website will rank better and get more visitors! The more links you have pointing to you, and the better those links are (see below) the better you'll fare in the Search Engine Results.

Limosa Rise is a PageRank 3 site which operates in a highly principled fashion, therefore our site carries some weight, and because we are constantly working to improve our ranking, the value of our links to your site will only increase in value.

How do I do exchange links?

Exchanging Links is easy! It involves cutting and pasting a short line of code into your website, and letting us know how you'd like us to link to you.

- First, you let us know how you'd like to be linked and we'll put you on our website,
- In the following two weeks, you create a link to us on your website.

You could send the code to your web designer or do it yourself if you're technically minded.

If you'd like advice, email us at relax@limosarise.com.au and we'll have our Search Engine Marketer contact you.

¹ please see: 'What is meant by 'sites with authority'?'



The best quality links are descriptive!

Consider the following two examples:

- www.limosarise.com.au
- Limosa Rise provides [luxury accommodation in Wilson's Prom.](#)

The first example is not very useful: it doesn't indicate to the user who we are or what we do. Google, too, has to guess what the link represents.

The second link is ideal. It is immediately clear to the user what they are clicking on, and Google will interpret the link as a vote for our keywords.

How do I choose my link text?

Imagine you are your own customer, and you are searching for your business's product. Your keywords are based on this search. For example, if you were searching for a place in Gippsland to host your wedding, you might search Google for:

`"wedding venue gippsland"`

If this were your business, you might use a link like:

ACME cottages is the perfect [venue for weddings and receptions in Gippsland](#)

What is meant by 'sites with authority'?

Authority on the web is generally measured by Google's metric "PageRank", which is governed by a number of factors:

- **Popularity** is measured by how many people visit the site in question, and how many sites link to it. Examples of extremely popular sites might be Wikipedia or NineMSN. Your aunt's site about her cat is not likely very valuable to ACME cottages, but every bit counts!
- **Trust** is a judgement that Google makes based on whom you associate with and how you behave on the web. Linking to folk with shady Search Marketing practices, or employing unethical techniques will damage your reputation and diminish your influence.

What do I have to do?

Email us at relax@limosarise.com.au us and request a link!

We need to know:

- the wording for your link and
- the destination page, our Search Marketer will do the rest.

We'll send you an email copy of this document so that you can copy and paste our code into your website.

This factsheet was prepared by memeLab, a web design and Search Engine Marketing outfit in Melbourne. If you'd like to promote your website, or have one built please drop us a line at info@memelab.com.au.