

Link Building

Creating high-quality links for your website by submitting your business information online.



How does Link Building compare with paid-for advertising such as Google Adwords campaigns?

Google Adwords campaigns are often time-consuming, costly to manage and are considered high maintenance. Paid advertising will give you a spike in traffic until your budget is exhausted leaving room for the next advertiser with the budget to take your place.

Link Building is low maintenance, helps your organic traffic, is slower to build but maintains consistent growth over a long period of time. Helps improve your Search Engine Optimisation – your website will improve your online presence, build online awareness and attract more qualified traffic and thus achieve more business.

More importantly, Link Building is a one-off cost. Over time Link Building will bring you a higher return on your investment than an Adwords campaigns. You do not pay Google every time someone clicks on your links as you do with Adwords.

“ The links are considered high quality if they come from related web pages; eg links from the travel industry and local businesses would be helpful for local accommodation and activity sites.

THE LINK BUILDING PROCESS



RESEARCH

We extensively research and find high-quality websites where your business information can be added. There are many different strategies we use to get quality backlinks for your website.



SUBMIT BUSINESS INFORMATION

Once the quality sites are selected, we submit your business information to those websites to create the backlinks.



REVIEW THE BACKLINKS

Not all the submitted links get approved, so we review all the sites where we submitted links to see which ones got approved and which ones didn't. If the rejected links had some issues, we will fix them and re-submit them to see if they get approved.

WHAT'S COVERED IN THE LINK BUILDING SERVICE?

- **We will build high-quality links for your website (as explained above)**
- **A complete website review by our SEO analyst**
- **A performance report**

Our analyst will also check your current rankings, review the meta tags and check other on-page factors to ensure the website is fully optimised to Google standards. If your website's performance can be improved, we will make the changes during this review.

PLANS & PRICING

PLANS	SELF-SERVICE CLIENTS (\$26/MONTH)	FULL-SERVICE CLIENTS (\$52/MONTH)
Cost	\$700 + GST	\$500 + GST
Frequency	One-off	One-off

HOW OFTEN SHOULD I GET A WEBSITE REVIEW OR LINK BUILDING?

Sometimes sites that have accepted your links change or no longer exist, while others may become more relevant. To keep up with these changes we recommend these one-off exercises be carried out every 2-3 years at a minimum.

