

# Linkable Assets

## Your Long-Term Strategy for Link Building Success



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## Linkable Assets

As you're building your online empire, it's important to reflect on how you view the internet. If you want to be successful it's time to start thinking of everything you do online as assets. Your websites are real estate. Every single useful link that links to and from your site is important. They are all assets that you can plan, organize, and promote to the best advantage so that you can get more leads, more customers, and make more money. When you realize that what you have online are linkable assets, you'll attach more importance to everything that you do online.

### Websites and Domain Names: Make Them Count

The first thing to pay attention to is your websites and domain names. Ensure that each of them has a purpose and reason for being. Also, make sure your domain names make sense and support the overall theme and business goals that you have set for yourself. It's okay to have several niches. However, each separate niche should be promoted under its own umbrella using linkable assets.

### **Make URLs easy to remember**

If you make your URL too boring, people may not remember it. You don't want people you've networked with to have to look at your business card to ensure that they type in your URL correctly. Make it as easy as possible for people to remember you and find you. The idea that your domain name should be short is old news. You can use longer domain names that literally spell out what it is you do or sell.

### **Words over acronyms when possible**

Acronyms are great if they also happen to be a word. But, unless you have a million dollar ad campaign budget, using an acronym that has no word association with it will be a big mistake. You will have to work harder than necessary creating brand and name recognition. If you do have a million dollar budget, go for it. But do realize that you're missing out on a lot less expensive traffic by not spelling it out.

### **Make URLs a keyword**

Bonus points if you can ensure that your URL is a valuable keyword. The best keywords to use in your content are low competition keywords. But, with a URL you can, if you can get it, choose high competition keywords. More than likely, though, you'll need to choose low competition keywords and keyword phrases.

### **Think broadly then focus**

It used to be the custom to try to get a more generic domain name. If you sold cars, you'd want car.com; if you sold books, you'd want books.com. But, if you can focus your domain name down to be specific to your niche, you'll be able to get more traffic to your site without even trying. If you have the budget of Amazon, you can overcome any obstacle in your way when it comes to marketing your business, but if you don't, it helps to understand how important it is to focus on your niche and choose the right keywords.

## **Make the domain name your business name**

If you are able to buy your business name as your domain name, that is an excellent way to proceed. If you have already started and never purchased your business name, it's time to do so. It's a good way to have a central location for all your business activities and to promote your brand. Also, you don't want someone else to buy it.

## **Choose a dot com**

Unless you really do have a non-profit organization it's imperative that you choose a .com for your URLs. It's just what people will look for. You can certainly buy the others if you want to, to protect your name, but most people will type in .com even if they have the domain right in front of them. It's what people remember and what they'll look for. There is no point in fighting it, .com is what people think of when they think of a website.

## **Create new URLs for important products**

Keep most assets on your main domain, but if you create a stand-alone product it's important that you create a special URL for it. Link back to your main URL and use your business name prominently. However, unless you've created a super special product that you want to promote with a special sales page separately from your site, there is no point in creating URLs for every little thing. Choose wisely when creating new domain names that will be associated with your business.

Your URLs and domain names are important parts of your business. You will have the opportunity to create special URLs for social media accounts too. Use that opportunity to use keywords, or your business name as well. Don't overlook any opportunity to create a URL that advances your business's awareness and creates linkable assets.

## **Choose Categories Wisely: Organize Your Website for Best Results**

The organization of your website is a very important part of creating linkable assets. You need to strategically assess and sort the pages that are strong and link to them. This works very well to help you get even more views. Look at your website analytics to determine which pages are getting the most views and then organize them in a way that makes it easier to find them.

Creating high quality pages within your own website that act as a conduit for search traffic and lead your readers to even more content on your page is a great way to create linkable assets. For instance, you could have a different page for each category on your website which collects all the content that you have for that particular category. This makes it a very valuable page. If you are building your website with SEO in mind, as you should be, you'll take advantage of these popular pages and link to other less popular but important articles on them as well.

Linking to older, yet relevant titles can increase page views, boost visitor satisfaction, and increase leads. Pointing out content on your own webpage that is important to them and relevant to what they're already reading, is a great way to build linkable assets. You're treating your own website as linkable, as you should, and that will make you that much more attractive to others who want to link to authoritative sites.

## **Blog Purposefully: Choose Quality and Quantity**

Blogging started out kind of messy. People, mostly geeky nerdy types, would post diaries and information in blogs and hardly anyone really read them but other geeky nerds. Now, nothing is wrong with being a geeky nerd, but there is something wrong with being boring. A blog today needs to offer not only relevant, well-written text, but also well-produced videos, images, infographics, and more.

Not only that - your blog needs to be responsive and work fast. There is a lot of competition today, so don't waste your time putting up hastily written blog posts that don't have a purpose. Ensure that you plan your content over time so that it does have a purpose. Your post can be to inform, instruct, interact, and inspire action, but it can't be about nothing and for no reason.

Your blog posts also need to be frequent. If you're truly passionate about your business, you can find something to say every single day. If you're having trouble, seek assistance from professional writers, content strategists and marketing managers. They can help you create content strategy that helps create linkable assets that get you more business, and that you can be proud of having.

## **Curate Authoritative Content: Call Out Experts to Get Noticed**

To build linkable assets, you can also curate other people's content. When you do this you will give a small blurb about the content you're sharing, organize it and categorize it. At times you may also want to comment on it and rate its usefulness and accuracy. If you are to be seen as an expert in your niche, you'll want to call out others - both positively and at times negatively.

It is a fine line to walk, but if someone is posting information about your niche that is inaccurate, and their post is super popular, you need to call them on it. Likewise, if a post is relevant to your niche, and it's factual and well-written, you need to share it with your audience and mention the author in the process. He or she may end up mentioning you in a blog post on their site, or they might come make a comment on your post.

As you curate authoritative content to your website, your site will become a one-stop site with all the good information around the net. You can choose one day a week to highlight a particular piece of content, then ensure that it's archived on your site. In this way, people can easily see curated content in the right categories so they are easy to find.

## **Social Media Sites: Create Cohesive Profiles and Share Your Story**

Use social media sites as another linkable asset. The way to ensure that they are indeed assets and not liabilities is to create telling profiles that share your story in a clear and cohesive manner. You don't want your profiles written identically but you want them to share the same message across all channels.

## **Videos: Make Them and Share Them**

Making and sharing videos is a great way to not only build linkable assets - videos are also more likely to go viral than a podcast or a blog post. Most people are visual and if you can create a video that gets your points across and is not too long, people are more likely to share it. Every time it's shared and commented on in a positive manner, it builds up its worth.

## Forums and Community Discussions: Join Them, Participate in Them, Stay Professional

Simply filling out profiles on communities online isn't enough. You also need to participate. For this reason, be very careful about which online forums you join. Ensure that they are relevant, meaning your audience goes there. If your audience doesn't go there, it's still okay to be there if you're with other people who do what you do - it's like being by the water cooler and having discussions. But don't expect to get business that way. You must go where your audience is to get business.

- **Start discussions** - Show that you're an expert by starting and continuing important discussions related to your niche.
- **Answer questions** - If someone asks a question and you know the answer, give your advice freely.
- **Write blog posts re questions and discussions** - You can use what you hear/read on these message boards and forums to help you come up with relevant content for your niche.
- **Keep a professional tone** - Never participate in petty online bickering, defensive behavior or anything of the sort. Always stay professional. Remember: ignore, delete, block.
- **Ensure your profiles are cohesive** - You don't want every profile to be identical but you do want someone who reads your profile on one network to realize it's you on another one.
- **Create a great signature line** - Create a fresh signature line for each group you're part of, and if allowed, make a special link back to your website for that particular group. People who click through will be impressed.

Follow the rules in any group you join, and be respectful and professional. Your participation in a forum, or message board, or other type of community online can be more valuable than you can imagine - even if it's a private members only group. It's still creating linkable assets that will pay off year after year.



## Google Hangouts On Air: Conduct Them Regularly

What some real link love? Of course, Google favors all activity conducted on their online real estate. The services they offer are their linkable asset, right? Therefore, they want you to use them. When you use all that Google+ has to offer, you'll notice your Google PageRank will go up. You'll end up higher in the search engines than someone who avoids Google's offerings.

Google Hangouts On Air are kind of like being able to conduct a round table with a vast audience. If you do it regularly and stay on topics that your niche audience will enjoy, you'll soon get a following. That following will provide even more links and those links are worth just a little bit more because they originate from Google.

Ideas for Google Hangouts On Air:

- **Invite industry experts** - Gather industry experts to discuss one question that you received. Keep it as on topic as you can and try not to go for longer than 45 minutes to an hour. People get bored if the event is too long. You can record the show and share it later too.
- **Conduct a Q & A show** - You and others can answer questions from the audience. Since the event is live, you can interact with your audience in a real way. Any Google user can post questions for you to answer during the live event. This is a great way to speak directly with your customers in a fun way.
- **Teach a course** - You can also use Google Hangout On Air as a way to teach a course. Teaching a free course open to anyone is a great way to get your name out there and noticed. You can do private Hangouts, charge for admittance, and earn another revenue stream this way while also building your linkable assets.

Google Hangouts On Air are a great way to build up your linkable assets by drawing attention to your value. It's about more than getting "backlinks," it's about showing how valuable it is for someone to link to you because of how much clout you have with your targeted audience.



## Other Events: Host and Attend Both Online and Off Events

Like Google Hangouts On Air, you can host many types of events both online and offline. These events will create more linkable assets due to the publicity surrounding the events. Remember everything you do: blog, write articles, send out press releases, and share on social media. Don't be shy - shout out what you do, when and where you do it.

## Voting and Contests: Enter Them and Host Them

When you see a contest that you feel you might win, enter. By entering a contest you'll get a valuable link back to your website, plus get an opportunity for free marketing through the contest - especially if you win. But, another way to grow your linkable assets is to create contests and host them. In both cases you can:

- **Submit a press release** - Whether you enter, win or run a contest, it's important to get some mentions in the press, and the best way to do that is to send out a press release. If you can come up with a newsworthy story about your event, you'll get a lot of incoming links from very authoritative sites.
- **Reach out to others** - Who are the top bloggers and content curators in your niche? If you don't know then you have some research to do. Find them, and send them a press release directly. Ensure that they have your content information so that they can ask you appropriate questions, and perhaps they'll write up something about the event or let you write a guest post about the event.
- **Leverage social media sharing** - Tell everyone: winners, participants, members, including yourself to share entries on social media. When people share these events with their friends and family, especially when they have the opportunity to win something valuable, you will get a lot more leads and get a lot more traffic during the contest. Some of it won't be useful, but much of it will be. Take advantage of it. A contest can go viral.
- **Gain backlinks** - If you host a contest you can create apps, widgets, banners and more for the contestants and winners to put on their website. This offers another way to get your website and business noticed. Tread carefully; ensure that there are some

requirements for entries so that you know they are real people who are interested in your niche.

Contests with awards, whether as a host or participant, can provide valuable linkable assets. Just make sure that the contests you enter, like the ones you host are relevant to your industry and your audience. That's how you'll get the most bang for your time and buck.

## Online or Offline Interviews: Give Them and Do Them

Today with the advent of podcasts and internet radio, you can find people to interview - even the unknown people within various niches. Remember that just because you're "unknown" as in "not famous" doesn't mean you don't have a good enough following to engage in online interviews - as a podcast, a radio show, or even on Google Hangouts On Air. Those interviews may even lead to offline opportunities. Pay attention to your local paper for stories you can interject yourself.

When you book an interview, it's an opportunity to:

- **Blog** - Both on and off your own website, perhaps submit a guest blog post for the person interviewing you.
- **Send out press releases** - Yes, send them out for everything you do that's newsworthy even if you only send them out online.
- **Announce it on social media** - Always promote what you're involved in. People do care and notice.
- **Get a bio with link posted** - When someone offers to interview you online they're going to ask for a headshot and a shot bio, and they will usually allow one or two links. Don't just link straight to your home page. Create a special page for each bio and each location so that each person who bothers to click through will feel special.

When you do something like an online or offline interview, you have many opportunities to promote the interview before and after the event. It will give you plenty of opportunity to create linkable assets that really make a difference in your traffic.

## **Online Directories: Create One, and List on Reputable Ones**

Outside of search engines, which are their own type of directory, there are many other kinds of directories to be listed under. The important factor with a directory is to ensure that it is an upstanding directory that doesn't just list anyone who pays five bucks. It should be a directory related to your industry that enables you to list your name, website, a short bio, and perhaps links to other online assets such as Google+ and other social media accounts.

If no reputable directory exists, create one. A reputable directory does not list everyone who applies, but has standards about who joins. They might offer a free account for basic listings with an upgraded account for a fee with additional features. But, they don't let anyone who wants to be listed get on the directory. They might check out the person by calling references on a resume, or checking to see if license numbers are real.

Going the extra step to create or join a reputable directory within your industry can give you another valuable linkable asset and even a completely new revenue stream.

## **Online Lesson Sites: Create a Course**

There are many websites such as Udemy.com, ed2go.com, CourseSites.com, TalentLMS.com, and more that allow you to create, upload and teach courses online on just about anything. If you've written just one "how to" post, or made a "how to" video, you have part of a course already made. If you are an expert in an area, or even if you just want to be, designing an online course can get you there.

By teaching on a website outside of your own, you create a valuable link and make more connections to new people. You'll get more links back to your site, create a new practically automated income stream, and build relationships with people who take your courses. These relationships are likely to result in them purchasing more from you in the future.

The more people you connect with today, the more you will connect with tomorrow. This is another avenue to form those connections. Each person who experiences your lessons and course will be another person who can write a testimonial, blog about you, give you important feedback, and more. There really is no down side to creating online courses. The technology enables you to load up the courses and essentially forget about it.

## Article Directories: Use Reputable and Relevant Directories Only

Article marketing is not dead yet. However, it has changed. It's more important than ever to use only relevant article directories to submit your articles. In addition, you want to submit high-quality original content to specific directories. If the directory has a way that they manually check the articles for originality, content, and writing quality, then it's likely that the directory is a good one.

- **Keyword usage** - Don't overload articles with keywords. In fact, write articles without trying so hard with the keywords. You do want keywords in the title, and in subheadings, and in the text, but don't force them to be in there unnaturally. Keep your keyword density under 2 percent for best results. Anything over 2 percent and the article will look spammy and behave like spam.
- **Site specific** - When you write an article you want it directed to your audience, but you must also consider the website on which it will be placed. Look at the other articles within your niche and try not to duplicate what is already there. Find a new angle to approach topics that are of interest to your audience but in the style of the website for which you're writing. Remember, each submission should be original - don't put the same article on another site.
- **Notice site metrics** - You want to pay attention to a multitude of data before placing your articles on a certain article directory. What is their page rank? What type of traffic do they have? Is this an authoritative website? If they don't have a higher ranking than your site and their numbers aren't impressive, avoid them.
- **Use free directories** - Paying for placing your article isn't really a good practice. If you are creating unique content just for that site, the fact that you're putting it there free should be enough payment. Don't pay for rankings; it never works, and often backfires. Quality is oftentimes downgraded on sites like that.

By paying close attention to the online reputation of article directories, and how the site is managed, you will get good results by offering your audience another opportunity to read your well-written, unique articles on an article directory. Don't use the article again on your site, or on another site, and you'll get even more worth from the article directories that you use.

## **Write and Publish Books: Become the Expert**

One way to build linkable assets is to become a sought-out expert. A great way to do this is to become a published author. Today, the cost of entry into the world of authorship is a lot less expensive and time consuming than it used to be. Self-publishing has come a long way and offers many benefits.

Write or have ghost written a book about your area of expertise. Self-publish on Kindle, or use CreateSpace.com to offer Print on Demand copies of your book. Your book can be a great calling card in many ways, and you can actually make another extra side income off your book. You most likely won't get to quit your business due to your book, but your book will bring you more assets that are linkable and more business.

## **Other People's Assets: Use Them**

Other people have blogs, websites, and linkable assets too. You can capitalize on that and leverage their assets by finding ways to join forces in joint ventures, co-hosting events, and teaming up on an idea. By working with someone who provides products and services that are complementary to yours, you both share all your linkable assets and create new ones that continue working long after the joint venture is over.

## **Wrapping It Up**

You probably get the idea now of what linkable assets are and how you can best use them to expand awareness of your business, get more search engine love, and impress your customers more. To help you ensure that you are creating all the linkable assets that you can, it will help you to assess where you are now, improve on what you have now, then move on to what you need to add. The ideas above are just the tip of the iceberg when it comes to creating linkable assets for your business.

You can create a document like a spreadsheet or checklist to help you organize your linkable assets and see where you are. You want to categorize what type of linkable asset it is, what the URL is, what type of anchor text you can use to link to a particular asset, and the search terms that might be used to find the asset.

Always include ideas on how to improve each asset. As you assess, improve, and promote your linkable assets you'll notice that you have a new-found love for promoting your business because you will be promoting high-quality, well thought-out assets in every single case.

Make it an imperative in your online marketing campaign to create a winning linking strategy that highlights your linkable assets in the best possible way.

## **Internet Marketing Info Products / Services**

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