

How to Build Links?

- Use Traditional Public Relations
- **Link Bait** (Write Articles and Case Studies)
 - Suppliers
 - Customers
 - Authorities (e.g. trade/government)

Link Bating Ideas

- Use Controversy
- Use Humour
- Participate in a Community
- Answer Forum Questions
- Produce Original Research
- Publish News Letters
- Use Public Social Media
- Attend Conferences and Release Presentation
- Produce “How to” Articles
- Produce “Top 10” Lists
- Run a Service or Tool the People will Link to.
- Make Videos