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Make more profit using our services

Dear :



What

Almost every business or organization wants their own website. There are a lot of details to complete for a website: design, copy, layout, photos and graphics. The list can seem endless. And then finally, the website goes live!

But now comes the hard part. How do you get anyone to find it, much less having your ideal prospects trip over it?

Search engines like Google, Yahoo, Duck Duck Go and others send out automated "bots" to find websites on the Internet. But to find a new site, they have to be directed to it. Often, when crawling (exploring) a site, the search engine bots are on the lookout for links to other sites. When they see a link, they send another bot - a piece of code that visits the site and explores all the pages it can find - to that linked site.

So how do you get your site explored by a search engine? The best way is to have a link to your site on another site. Well, many links from many other sites! You could pay to have these links added to the host sites, but many websites are looking for original content. It's much better for you to find sites that are looking for content and offer them an article or blog post, with a link back to your site embedded either in the byline (that is, the name of the author) or at the end of the article.

So a guest post is simply one that you make on someone else's blog, or in a virtual magazine, or on some other type of website.

Why

At Agile' one of the principles that we teach our clients is: basic techniques practiced in a consistent manner yield positive results. Links between websites are part of the DNA of the Internet. What could be more effective than using a basic principle of the Web than guest posts, or backlinks?

You will want to place guest posts on as many different sites as you can. You want search engines which visit these host sites to find a link back to your website so that the engine's crawlers will come and visit - and catalog - your site.

The more guest posts you get published, the more chances you have of being "tripped over," not just by search engine crawlers, but by people searching for your products or services.

More guest posts give you more chances to build relationships with prospects and clients. As the saying goes, "People do business with people they know, like, and trust."

Most importantly, guest posts and links to your website give you the opportunity to build your email list, which gives you the opportunity to build relationships, and increase your profits and profit margins!

When you think you're ready to start making guest posts, give me a call.

That's it for now. Thanks for reading my emails, .

Until next time, be well and stay healthy & happy!

Very best,

Scott Gardner

Scott@AgileMarketingServices.com

315-439-7326

Agile' Marketing Services

535 County Route 54
2nd Floor - Suite C
Pennellville NY 13132



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