



# DIY: HOW TO GET **LINKS**

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# Q INTRO

Increasing organic rankings in search results is a top marketing goal for most dentists and small businesses. Many different factors go into gaining the coveted top spots in search results.



Watch this 3-minute [“How Search Works”](#) video from Google to learn what’s involved!

You heard it, direct from Google: **LINKS are a key ingredient in Google’s process of delivering relevant, timely search results.**

## Here’s more information from Google’s Steps to a Google-friendly site:

*“Links help our crawlers find your site and can give your site greater visibility in our search results... Google interprets a link from page A to page B as a vote by page A for page B. Votes cast by pages that are themselves ‘important’ weigh more heavily and help to make other pages ‘important.’”*

The benefits of linking extend beyond just getting links – giving links is involved as well. When you link OUT to businesses, resources, and organizations, you deepen and strengthen relationships with them – everyone LOVES getting a flattering mention online! Google notices this too and rewards your generous sharing. When you receive links IN from other trusted sites, Google takes notice – every link back to your website is a “vote” in your favor.

Clearly, links are super important to help your site rank at the top of search results for potential patients or customers in your community. So the question arises: “How do I gain quality links?”

**In this ebook, we’ll share a few easy tips and strategies to help you build your links the right way:**

**LINKS QUESTIONNAIRE** Use this to evaluate and find linking opportunities. Fill it out and share with your marketing team at Roadside; we’ll help you maximize these opportunities for long-term success!

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**QUALITY VS. QUANTITY** Your guide to the types of links that will be most valuable for your business.

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**LINKING IDEAS, TIPS, AND TOOLS** Things you can do in-house to increase linking opportunities.

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**LINK OUTREACH SAMPLE EMAILS** Templates to reach out for quality links from other sources.

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# LINKS QUESTIONNAIRE

**Directions:** Fill out and return to your Account Manager at Roadside. This page is fillable, so you can type in your answers, save, and send. Or, if you prefer, you can also print and fill out by hand.

1. List any schools you've spoken at or given lectures at.

2. Do you have any affiliations or memberships with reputable associations or groups? (ADA, AACD, etc.) Please provide a list.

3. Has your business ever been recognized publicly or have you received any awards?

4. Are you an Alumni for a specific university, college, or medical school?

5. Do you refer or work with any local professionals on a regular basis from a different practice? (endodontist, periodontist, orthodontist, dental lab...) Please list them here.

## LINKS QUESTIONNAIRE

**5.** Do you refer or work with any local professionals on a regular basis from a different practice? (endodontist, periodontist, orthodontist, dental lab...) Please list them here.

**6.** Have you done any volunteer work for a local charity?

**7.** Have you donated to any non-profit organizations?

**8.** Have you been a sponsor for any local events or sports teams?

**9.** Do you currently have any links to local businesses' websites on your own website? (For example, on a "Community" page or a "Recommendations" page)

## LINKS QUESTIONNAIRE

**10.** Have any articles been written about you or your practice in the local newspaper or any other articles or magazines?

**11.** Are there any video interviews of you on a news channel's website?

**12.** If your website has a blog, have you submitted those blogs to be posted on any blog directories?

**13.** Have you mentioned any other professionals or businesses in your own blogs?

**14.** Does your area or city have a Chamber of Commerce?

## LINKS QUESTIONNAIRE

**15.** Is your practice located in a mall or plaza that has a website?

**16.** Does your city or town have a local directory?

**17.** Does your practice ever offer promotions, coupons, or discounts for certain services?

**18.** Have you written any public reviews (Google, Yelp, etc.) for businesses you really enjoy? (Restaurants, salons, gyms, veterinarians, etc.)

**19.** Are there any products or brands you use regularly and have you linked the mention of them to their respective websites? (Zoom, Invisalign, etc.)

## LINKS QUESTIONNAIRE

**20.** Do you run any contests?

**21.** Are your social media accounts linked back to your website?

**22.** Have you searched your competitors on Google to see what websites they've linked with?



# QUALITY VS. QUANTITY

## What sort of backlinks does your website need?

Recommendations only work if they come from a reputable source.

Each backlink pointing to your website is like a little recommendation, because of that each one has to come from a reputable place.

## So, what is a quality backlink?

In short, it's a backlink from an authoritative website that is also relevant to your website's topic.

*Relevancy is extremely significant to your SEO. Don't underestimate it!*

If your website has backlinks from sites that are completely unrelated, Google and other search engines will view those links as spammy.

At the very least, your ranking will drop. At worst, these “spammy” backlinks could be viewed as a reason for penalization, and a penalization will make you nearly undetectable in search engines, which is why purchasing backlinks and/or using link exchanges are so dangerous for your website's ranking ability.

Read on for ideas and tips to gain **QUALITY** links that will benefit your SEO.



# LINKING IDEAS AND TIPS

## 1. Make your website content valuable.

Before you can get backlinks, you need to have unique and valuable content to offer your readers. Quality content is essential if you want to get backlinks. The more content you create, the more content or pages people will have to link to. And if that content is useful, you'll find yourself gaining backlinks naturally.

What content is best? Real questions from real people provide a great place to start! Think about the questions your customers ask you every day and create content to answer them.

**The following content can be featured on your website or blog:**

- ✓ FAQ
- ✓ How-To Articles and Videos
- ✓ Research Papers
- ✓ Case Studies
- ✓ "Am I a Candidate?" Articles and Videos
- ✓ "Ask the Dentist" Articles and Videos
- ✓ Service Guides (Example: The Complete Guide to Dental Implants)
- ✓ Product and Service Recommendations
- ✓ Local Business Recommendations
- ✓ Local Community Guide

## 2. Write some blog posts. And then write some more.

Writing unique blog content is a great way to give and get links. It's also an essential way to rise to the top of search engine rankings. The more blog content you produce, the more opportunities you'll have to be linked to.

*For example:* One blog topic with high linking potential is information about a local community business. Google loves to see you actively linking to other businesses – plus, you might even get some link love sent back your way!

Choose a business you work with on a regular basis, such as a dental lab, a personal trainer, or a local restaurant. Describe their services, how they benefit their customers, and why you personally love them.

## LINKING IDEAS AND TIPS

Now that you've written your post, how do you increase link building potential?

### Here's a simple formula:

Once you've published your post, send the business an email or connect with them on social media to let them know you've written about them. Include a link directly to the post. (Try out our template email on page 13!)

Ask if they'd be willing to share the post on their blog, website, and/or social media pages.

*This simple formula applies to other blog topics as well – the possibilities are endless!*

### 3. Sponsor a local organization

Sponsoring a local organization or group, such as a youth sports team, is a great way to gain more exposure for your business – both online and offline. Depending on the organization, the benefits of sponsorship could include:

- ✔ Links to your website from the organization's website.
- ✔ Mentions of your business and links to your website on the organization's social media pages.
- ✔ Links to your website in a monthly email newsletter.
- ✔ Posters, banners, or flyers at events.
- ✔ Word of mouth referrals.
- ✔ Warm and fuzzy feelings from supporting your community.

### 4. Provide education

Do you lecture at a local dental school? Are you part of an alumni group for your alma mater? Have you gone to local elementary schools to teach kids about the importance of brushing and flossing?

Public schools, colleges, and dental schools often have opportunities for guest speaking, teaching a course, or participating in an internship program. Any of these activities could result in a link to your practice – but **you will need to ask**.

A link to your site from an educational institution's website (a website ending in .edu) is incredibly valuable and well worth the effort!

## LINKING IDEAS AND TIPS

*If you're a Roadside marketing client and you have relationships already established, let us know and we can reach out for you!*

### 5. Include a community page on your website

One way to gain quality links is with a community page on your website. Benefits of this type of page include cross-promotion, building strong relationships with businesses and organizations in your area, and providing users with timely and useful information (reality check: they don't just want dentistry-related content!).

#### Here's how to do it:

1. Make a list of your team's favorite local attractions, restaurants, organizations, shops, services, and events.
2. Get out there and patronize these businesses – take photos, meet the proprietors, enjoy your experience. Talk to the business owners and learn more about their passion for what they do. If applicable, discuss how to cross-promote each other's businesses with referrals. **Tip: Spread this responsibility among your entire team – assign each person to do this for a business he or she adores.**
3. Provide this information to Roadside and have a page created on your site featuring this information.
4. Once the page is completed, reach out and connect with these businesses via email and social media, so they're aware you've linked to them and promoted them. Don't be afraid to ask that they share the information on the page with their own audience! (Our email template on page 13 makes this easy!)
5. Don't just let the page sit and collect dust. It's a living, breathing opportunity! Keep it thriving by periodically adding to it. There's a lot to explore in your city. Set a goal to add three more recommendations each quarter.

### 6. Snoop on your competition.

It's always beneficial to keep an eye on your competitors. However, when it comes to backlinks, seeing who's linking to your competition's content is an excellent way to discover places that may also backlink to your site!

**So, how do you check where the competition's backlinks are coming from?**

## LINKING IDEAS AND TIPS

There are many tools to do this, but one of our favorites is from [MOZ](#).

This tool was developed to check the backlinks that are on your website and your competition's sites. This tool will give you a condensed view of the domains that are linking to competing websites.

### 7. Dive deeper with these DIY linking tools and resources.

If you're ready to take it to the next level, here are more helpful tools you can use to pursue links on your own:

**Get the basics in The Beginner's Guide to Link Building from MOZ:**

<https://moz.com/beginners-guide-to-link-building>

**This is a great article that explains a little more about linking:**

<https://onlinemediamasters.com/how-to-get-inbound-links-to-your-website/>

**Learn how to get links from broken mentions:**

<https://moz.com/blog/the-broken-link-building-bible>

Here is another way to get links from educational facilities. You can use advanced search modifiers to find education sites in Google. Your goal is to narrow your results down to educational results pages. Some of the search strings you can use are:

- a). *site:.edu – shows you search results containing educational result sites only*
- b). *site:.edu “blog” – returns search results for educational blogs only*
- c). *site:.edu “forums” – if you want to participate in an educational discussion board*
- d). *site:.edu “comments” – for educational blogs with comments sections*
- e). *site:.edu “log in / create account” – returns .edu blog extensions that allow you to sign up as a user for the purpose of commenting or other kinds of participation*

*Using the results, see if these sites accept guest posts or blogs and then link back to your website.*

**Another method is getting links from brand mentions; here is a great guide to help:**

<https://searchengineland.com/leveraging-brand-mentions-marketing-links-222162>

**Yet another way is to look for links from existing resource pages. Here is a link to a guide:**

<https://www.buzzstream.com/blog/resource-page-links.html>

# LINK OUTREACH SAMPLE EMAILS

## **If you've mentioned another business on your website or blog:**

*Hi there [name],*

*My name is [name] and I'm the [title] from [practice name]. I'm writing you today to let you know we linked to your business on our website: [link to page or blog post]*

*The reason we've included you here is because we are big fans of [details about business and why you love them]! We've also shared this information on our Facebook page to make sure as many of our patients see our recommendation as possible! [link to Facebook page]*

*If you'd like to share our page on your own website, blog, or social media, please feel free to do so using this link: [link to page or blog post] We'd love for your fans to see our recommendation as well!*

*Please don't hesitate to reach out if you have any questions.  
All the best,  
[your name and contact info]*

## **If you find your practice mentioned online without a link:**

*Hi there [name],*

*I wanted to reach out and say "thanks" for mentioning [your practice] in your article from [article date].*

*We really, really appreciate it. I'm reaching out today to ask if you could add a link back to our site. That way, your readers can easily find us while reading your article. Here's the link: [your website]*

*Either way, thanks for the shout out and keep up the great work!*

*Thanks,  
[your name and contact information]*

# NEED HELP?

## PLEASE CONTACT US!

### QUESTIONS?

Contact your Marketing Account Manager for help.



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