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# LINK BUILDING STRATEGIES TO INCREASE SALES

Article from [Revalsys Technologies](#)

This article explains about the link building strategies to increase sales

For any e-commerce business to become successful, sales matter a lot. Unless you are able to make better your sales, your business is not going to flourish. Link building is one such important factor that helps in making better sales effort. You need to adopt different SEO practices based on Google's algorithm for link building activity.

If you want to make your search ranking on Google better, you need to make better back links. When you have no contextually relevant back links, getting rank on Google's search engine page result is quite impossible. Find below some important link building strategies which are helpful in elevating your sales:

- **Using infographics**

One of the link building strategies that will work always is using infographics as it has the capability to generate back links. As infographics help in attracting a greater number of potential audiences, you should make sure that you hire expert professionals who can create unique but attracting infographics.

- **Inviting guest bloggers**

Guest blogging is effective link building strategy which you can adopt to generate quality inbound links and make better your sales. You can invite guest bloggers of your niche to write for your blog. The length of the article matters in terms to getting back links. You can even link other articles with another and link the articles with your blog.

- **Analysing competitors' links**

If you want to increase your sales through link building, it is very necessary that you keep a check on at least five of your competitors' websites. It will help you monitor their recent activity and find the relevant back links. When you start analysing your competitors' back links, it will help you get the sources of the links which you can link to your website, as well.

- **Create viral content**

Only high-quality content may not help you get more inbound links always. It is important that you surprise your audience with viral content. Viral content are those content are provide high value and are highly shareable, as well. When people read content, they should feel like sharing it. This will help you get lots of back links.

- **Use link roundups**

The process of collecting the best links in your niche for new resources is referred to as link roundups. Such roundups are published on blogs by the creators on a monthly or weekly basis. For this you need to make connection with the roundup creators and provide them quality content. It's a kind of win-win situation for you as well as the roundup creators. To make them feel that you are interested genuinely, comment on the roundups.

### **Conclusion:**

You should make sure that you follow a good link building criteria so that you can generate quality links. Generating quality links will make the search engine identify the links as natural.



# CONTACTS

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