

Using Resellers To Get More Back Links

Establishing a genuine link base is an important part of any [SEO](#) or SEM strategy, and it is a technique that is used by both SEO professionals and even those who are just getting into the field. If you are in charge of developing and maintaining an SEO campaign for any company, getting links from the company's resellers is one of the best marketing strategies around; and this is true for several reasons.

-The more resellers a company has, the more back links you can receive. Resellers are typically some of the easiest sites to receive inbound links from. Because they are resellers of a product that your company provides, they are usually more than willing to give back links; and most will do this without you even asking.

-When trying to create a base of quality back links to a site, not only is the number linking sites important, but equally so is the relevancy of the linking sites. And obviously if the majority of sites that provide you with inbound links are your company's own resellers then you can guarantee that their content will be relevant and genuine.

-Every one of your company's resellers probably has their very own website, and the success of each of these sites probably varies greatly. Furthermore, some may better serve a particular location or demographic better than others. And in order to reach the widest audience possible, you'll need to have back links that will be seen wherever and whenever a user may be browsing online.

About the Author

[Dejan SEO](#) specialities - search engine optimisation techniques with strong focus on growth of small and medium-sized businesses through planned exposure of products and services on the Internet.

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