



wikimotive Presents:

INTERNAL LINKING

Sometimes the most powerful links...
come from within

Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



Landing Pages

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

If you've been paying attention to search engine optimization, you're probably asking, "What are internal links, and why are they so important?" It's a heavily debated issue, but most experts agree that internal links are pivotal to any SEO strategy.

To fully implement internal linking in your website design, you'll likely need some help. At Wikimotive, we specialize in creating effective SEO solutions; all finely honed to bolster your existing marketing and lead generation efforts.

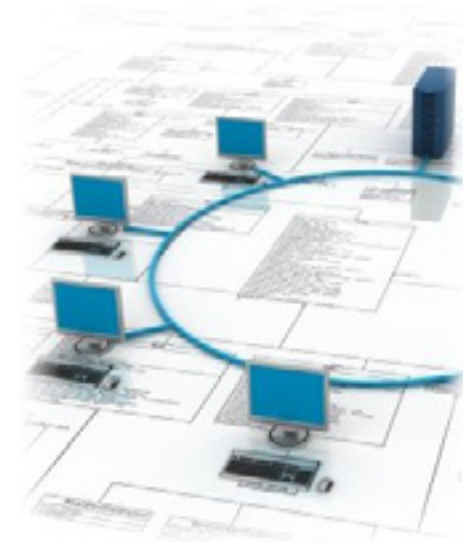
Want to know our secrets? Well, you're in the right place. In this eBook we'll take you from traditional advertising dinosaur to new media wizard; just implement our techniques for 30 days and you'll be STUNNED by the results!



WHAT IS AN INTERNAL LINK ANYWAY?

Basically, an internal link is a link to another page on the same domain. So any link on your website that points to another page on your website is an internal link.

Many people don't realize it, but internal links are an important part of any SEO strategy. Much like traditional inbound links, internal links help your pages rank higher in searches.



WHY DOES IT MATTER?

When you start dealing with inbound and internal links, basically you're dealing with link authority. When people link to your pages, those links are essentially votes. A link says, "this content is valid."

Most of your focus will be devoted to building up quality inbound links, but don't get so caught up that you overlook internal linking. Sure, search engines place more weight on inbound links, but they still take internal linking into account.

Think about it this way, building an entire network of internal links is a relatively small job and you have complete control over the entire process. You get to choose exactly what phrases point to what pages, so why not take advantage?



MAKING SEARCH ENGINES WORK FOR YOU

Search engines operate on complex algorithms, but there's one thing that has been true since the beginning: They want to find what's important.

You should make this easy for them.

Think about which of your pages are most important; these pages should be linked to on every page of your site. As an example, let's say you have an inventory list that you want customers to find. If there's only one way to navigate to it, search engines will assume it's relatively insignificant. However, if there is a link to it on every page, be it in the top navigation bar or in the footer, search engines will recognize it's important to you and weigh it more heavily.





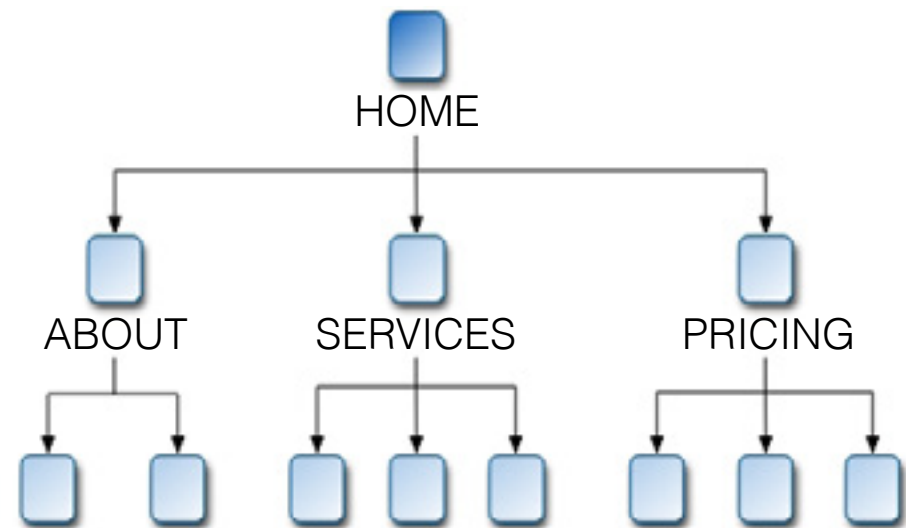
HOW TO IMPROVE

Three Quick Tips

1

The first thing you should do is create a detailed site map. You may already have one of these, and if you don't, they come in handy for a lot of reasons.

Start with your homepage, and make a list of all of your main pages and all of the links that are on those pages. This will give you a good idea of your current internal link status. A good site map will help you see where you've succeeded and where you've failed. At the very least, you'll see which important pages aren't getting the amount of links that they deserve.



3

Finally, you need to be careful how you build your navigation templates. As we said earlier, internal links in your navigation bars will really help you out...unless you build them wrong.

If your navigation bars, especially ones that contain drop-down menus, are built using Flash or JavaScript, they may be invisible to search engines. That's right, all that hard work building your main links may mean nothing to Google. You need to have an [expert check](#) and make sure you're getting credit for all those internal links, because if you're not, then you're missing a big opportunity.



THE ANATOMY OF AN INTERNAL LINK

The Four Simple Things That Make a Link Great

- 1 Anchor text:** Be sure your anchor text is relevant, clear, and tied into the rest of your SEO efforts.
- 2 Strength:** Your internal links should point towards the strongest relevant pages. These will most often be landing pages and other pages you're trying to rank in searches.
- 3 Consistency:** Don't try and split your internal links between similar pages, you'll dilute your SEO efforts. Be consistent and try to rank one specific page for each of your chosen keywords.
- 4 Nesting:** Make sure you aren't just jamming in internal links where they don't really go. Ideally, you'll find great places for internal links in the content you already have. If you don't, be sure to build the nest, placing plenty of relevant copy around the keyword that you want to link.

Just in case you aren't sure exactly what you should link, let us give you a quick example. In this case, we'll use an auto dealership advertising a big sale:

BAD

[Check out](#) this week's sale!



GOOD

Big sale this week at Local Dealership, come check out the amazing prices on the [new Ford F-150!](#)



Once you optimize your internal links, it's important to monitor your rankings. Wikimotive can help; we perform free evaluations, letting you know where you're falling short and where you're knocking it out of the park!

CONCLUSION

Now that you've gotten a good overview on internal links, you should give your website an evaluation and see how your current internal linking strategy is performing. Remember: identify your keywords, pick your strongest pages, and start linking!

Once you optimize your internal links, be sure to monitor your rankings. In all likelihood, you'll see your chosen pages get a significant boost in page rank!



This may seem like a lot to take in, but you don't have to do it alone. Developing a quality site with consistent, optimized internal linking isn't an easy job. You have to be a developer, writer, and salesman all rolled into one.

If you have someone like that on your staff, consider yourself lucky! If not, Wikimotive is here to help. We can do as much or as little as you need, all on a month to month basis. That means no contracts and no risky commitments. You keep us around as long as you like and we promise to bust our humps giving you the best service at the best rate.

Our SEO solution contains everything you need to hit the ground running. We handle it all:

- 1 Website Development from the Ground Up
- 2 Internal Link Optimization
- 3 Inbound Link Building
- 4 Social Media Management and Social Media SEO Integration
- 5 Custom Daily Blogging

Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember:



No Contracts • No Commitments • Just Results

