

## Link Building Services

**Link Building is a vital component of any effective online marketing campaign. Companies that demonstrate online success have implemented a focused link building campaign, tuned to their defined target market.**

More than 94% of all web users begin with a Search Engine; therefore, visibility on Search Engines is crucial to increasing sales. Over 85% of prospective customers use the Internet to find what they are looking for. As of 2010 there are in excess of 250 million web sites Worldwide and 120 billion searches monthly. To take advantage of this opportunity your web site has to be visible and stand out from the crowd. Search Engines are the starting point of almost all searches – and it's growing on a daily basis.

Link Building helps you to achieve this by securing page one positions for your keywords.

Links are analysed by Search Engines to judge how important a site is, or tell how well it is constructed. Link building can increase your traffic dramatically and improve your search engine visibility and traffic. However, poor quality link building can be detrimental to your website's performance. It's important that all links are created correctly.

### **The benefits to our professional Link Building Service:**

- High search engine ranking, dramatically increasing the quality of site leads and visitors
- Niche targeting and specific market segmentation, allowing focused penetration
- Brand Awareness - If you're number one, then you're seen as number one
- Ethics and Web Standards - To perform in Search Engines, your site needs to be ethical
- Customer Acquisition and Loyal Customers - Customers from search tend to stay around. Deliver what they want, when they want it and you potentially have a customer for life
- Brand Perception - Customers expect top brands and retailers to be at the top of search engines. Not on page one or two, then you're likely to be rated as an authority
- Increase in potential sources for leads
- Increase in overall website visibility and performance
- Excellent return on investment.

## Miromedia Link Building

Many companies have been fooled by link building individuals and agencies that the larger the volume of links, the better. However it is vital that each link is targeted, brings in an added proportion of power and it follows ethical guidelines. Link building carried out incorrectly can actually decrease keyword ranking and website visibility. For this reason Miromedia create links only under these strict criteria:

### Miromedia Quality Linking

- All our links are created and checked manually
- All our links form part of your over arching strategy
- All our links follow best practice and ethical guidelines
- Our links come from a variety of domains, an important requirement
- All of our links are positioned and optimised to ensure the most link strength
- All of our links are indexed by Google, Bing and Yahoo
- And, all of our links work toward increasing your website performance.

Also, when Google wants to judge the strength of any website they use several main indicators to define website ranking. These include DMOZ directory entries, Yahoo directory entries, Google Page Rank, Domain Authority, Page Authority, Alexa Rank, Internal Pages (Y), Links from roots, Linkscape and Link Authority. All of these indicators will be increased for your website as these changes are brought in over time.

## Our Link Building Process

### Healthcheck

The Healthcheck is a FREE review of your website to highlight the main issues on your website that are effecting correct search engine indexing and ranking. The Healthcheck is usually followed up by a face to face meeting at Miromedia to discuss aims and objectives of the proposed campaign.

### Evaluation, Research and Strategy Document

At the beginning of any link building project, we will carry out a full strategy review and consolidation document. We will gather information to provide a clear representation of both the historical situation and current performance. Miromedia will analyse the technical structure and expose any issues effecting search engine ranking. We will review usability and navigation on the website to highlight any conversion issues. We will find the keywords worth pursuing and review the content and metadata on the website. Then we will analyse the linking structure of the website, both internally and externally and create a detailed strategy to achieve your business aims and goals.

### Ongoing Link Building Campaign

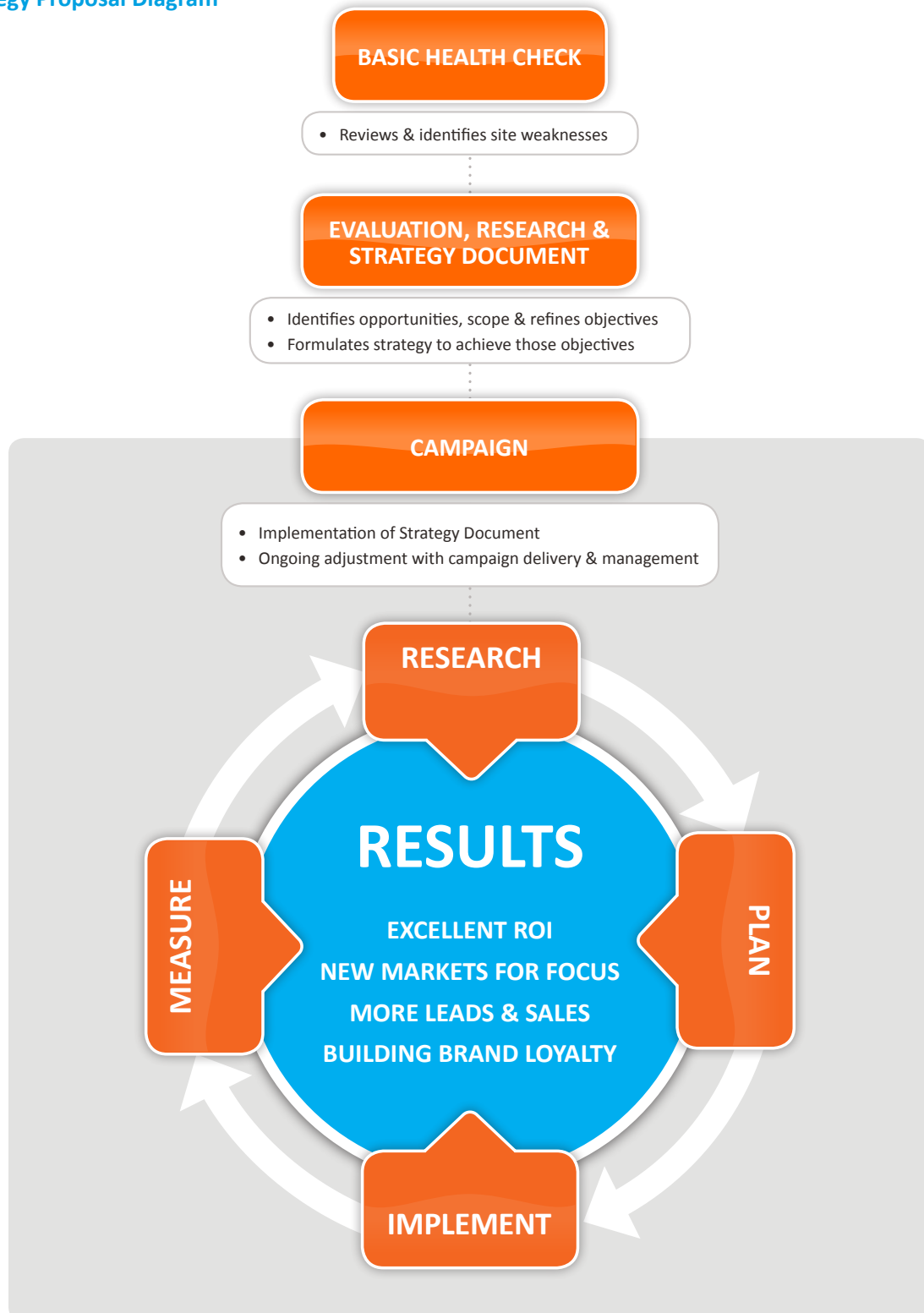
Link building, article submissions, links to partners, blog referrals and directory listings. We will enhance your authority by increasing the number of quality and relevant inbound links to your site. We will review all of your existing links and provide guidance on optimising them to their full potential. Miromedia will continually research and perform methodical manual submissions of articles and content to relevant sites and directories. Importantly we will perform continuous research, planning, implementing and measuring to ensure success.

## Reporting

We believe in transparency and keeping our clients well informed. Our unique, online reporting and client information portal provides you with easy access to the progress of your campaign so that you're aware of schedules and steps that we follow for link building on your web site. It also provides easy access to submit briefs, system notifications and importantly, communicate with your team at Miromedia.

However, we're not all 'virtual' so you'll be supported by a **dedicated account manager** who'll be responsible for the success of your link building campaign and providing you with regular activity reports outlining campaign performance.

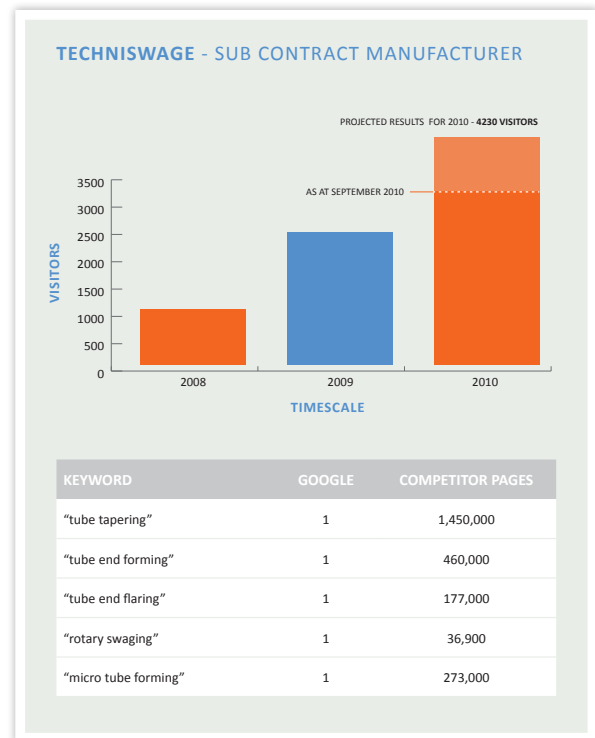
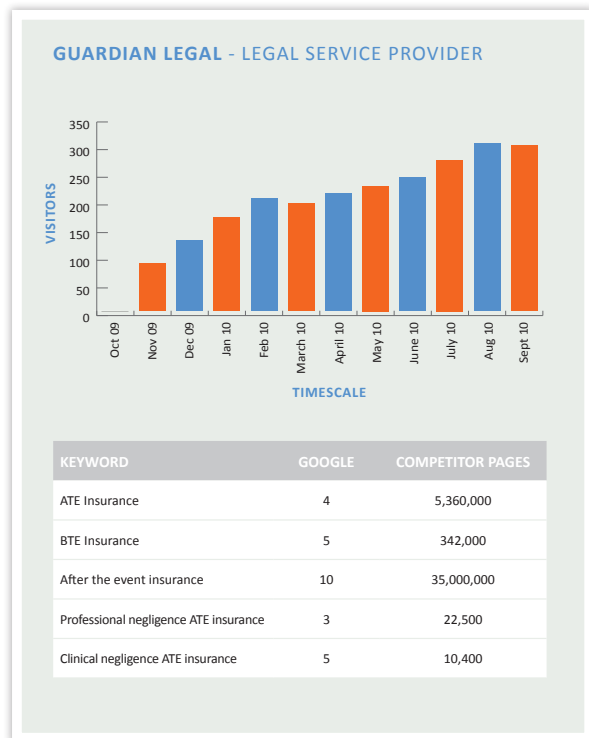
## Strategy Proposal Diagram



## Why Miromedia?

A successful online strategy is as unique as your business and the way in which you run it. To develop and implement your plan, Miromedia ensure not only a wealth of experience spanning over 10 years in the business, we also have a proven and flexible methodology.

Miromedia clients span a broad spectrum of business. This provides us with a wide ranging knowledge of the online marketing industry and assists us in fine tuning and perfecting our ever evolving expertise. Our clients include major healthcare companies and high street banks to mobile communication PLC's and teenage clothing retailers. Be it B2B or B2C, we have what it takes to get you to the top – and keep you there!

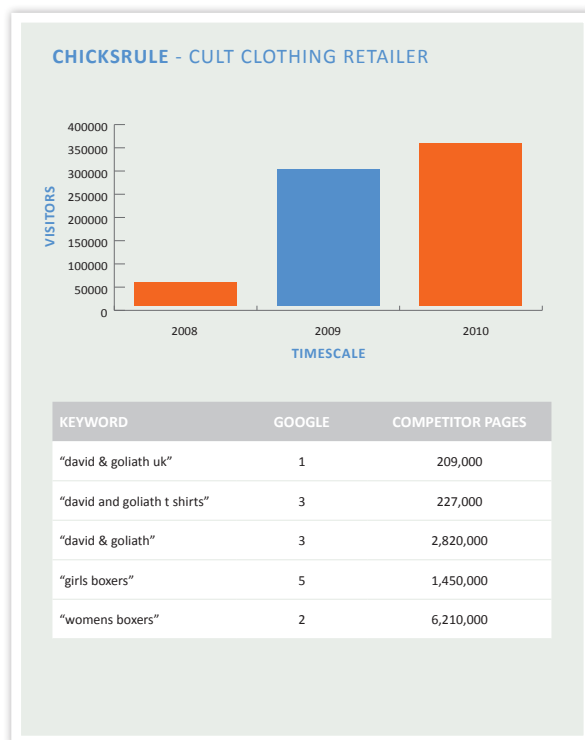
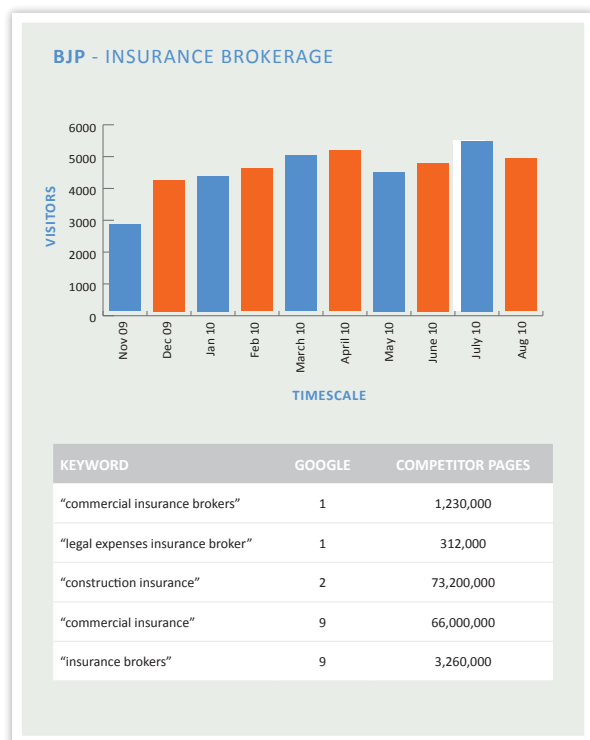


"Working for one of the world's biggest companies often means you get to work with other large global service providers. However that doesn't mean you don't work with smaller, local companies. Companies like Miromedia.

Smaller companies tend to respond more quickly, they are not hampered by multi-layered handoff processes and they can often be hungrier than their larger competitors. I have worked with Miromedia as a provider of bespoke web-based solutions for over four years and have found them to be responsive, easy to work with and immensely cost conscious. They listen well to client needs and deliver solutions that meet the brief, often exceeding expectations.

In my view Miromedia are a friendly, customer focused company that know their business well. They don't bamboozle their clients with technical jargon (unless asked for) and they are a pleasure to deal with. A refreshing approach in today's often aggressive marketplace."

**David Delaney**  
Barclays Bank PLC



"Miromedia have been the perfect choice for our needs from day one. The challenge was for them to bring our website from obscurity and unranked on Google to page one for a number of keywords, which they have achieved within a short period of time, where other online marketing companies have failed.

The communication from all team members is second to none, and they are happy to work with us on many aspects of our business, from marketing ideas to technical help. Hits to our site have increased exponentially, and sales have shot up since we enrolled with these guys.

I would not hesitate to recommend Miromedia to any company wanting to increase their sales and exposure on the internet, or anybody wanting a professional website tailor-made for the companies individual need."

**Mary White**  
 Outline Skincare Ltd

**miromedia**

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