

CORRUGATED OF COURSE

Creating valuable backlinks to www.corrugated-ofcourse.eu

We suggest 3 methods for creating valuable backlinks to 'Corrugated Of Course' website.

1. Text link URL

Create a plain URL hyperlink to Corrugated Of Course:

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<a href=http://www.corrugated-ofcourse.eu/ title="Corrugated packaging">www.corrugated-ofcourse.eu</a>
```

2. Anchor text link

Anchor text is a section of text which is clickable and leads to another website. The anchor text and normal text surrounding the link are also considered important ranking factors particularly for keyword association. Anchor text which links is especially suitable for text items such as press releases, news, blog posts, etc.

Eg Learn how [Corrugated packaging protects more resources than it uses](http://www.corrugated-ofcourse.eu).

```
<a href=http://www.corrugated-ofcourse.eu/ title="Corrugated packaging"> Corrugated packaging protects more resources than it uses.</a>
```

Feel free to be creative when writing anchor text and vary the actual anchor text as well as the title attributes but be descriptive and keep it relevant.

3. Copy and paste the widgets

Visit <http://www.corrugated-ofcourse.eu/about/widgets/> for a series of search-engine friendly widgets you can copy and paste on your website. Grab the code and place it on your website.

Complimentary: RSS feed & Twitter feed

You can complement the backlinks with activity feeds from our blog and/or Twitter account:

The RSS feed of our blog can be found on the widgets page <http://www.corrugated-ofcourse.eu/about/widgets/>

You can generate the Twitter embed code by filling in "Corrugated_OC" on http://twitter.com/about/resources/widgets/widget_profile. The look & feel of the Twitter feed is customizable to match your websites.

Pitfalls

- Images in a link are less powerful than regular text links, so avoid just pasting the Corrugated of Course logo with hyperlink. If you do, please make sure the ALT tag is properly filled in.

- Make sure you do not put the Nofollow attribute on your backlinks.
- Never hide the link. Make sure it is always visible to search engines and visitors.
- Always add a trailing slash to subfolder references, e.g www.corrugated-ofcourse.eu/product-protection/

Tips to increase the impact

Build as many and as diverse links as possible, but make sure it does not appear excessive on the webpage.

A good way to have maximum impact is to put a backlink in your website's footer or another permanent element so that the link is visible on every page.

Questions

Ben Blydenstein
Marketing and Environment Director
ben.blydenstein@fefco.org