

Link building ideas for web hosting resellers

Selling web hosting is a very lucrative business and the ROI for a successful reseller is an attractive proposition for many entrepreneurs. For only £29.99 a month (with Heart Internet) anyone can resell web hosting packages at prices and specifications of their own choosing. If a reseller creates a package priced at £4.99 per month (which is cheap) they only need 6 customers to break even each month, and then each new customer beyond that becomes a profit.

But this all relies on a reseller being able to attract traffic to convert in to customers, and that is the tricky bit. Search engines are most sites' primary source of traffic, and one of the most important ranking factors for a high position is the quantity and quality of links pointing to a domain name. If you have aspirations of setting up a dedicated web hosting business your marketing strategy must include search and link building. Here are a few ideas to apply, some are quick wins and others are medium to long term commitments.

Quick wins

CSS gallery submissions

CSS and web design galleries are a great source of traffic and incoming links but there are literally thousands of them to consider. There is a solution with CSS gallery submission services which will do it all for you (for a fee). The three I am aware of that have a good depth and breadth of sites on their list are <http://www.thecssgallerylist.com/>, <http://galleryrush.com/> and <http://www.cssgallerysubmission.com/>.

Online press release

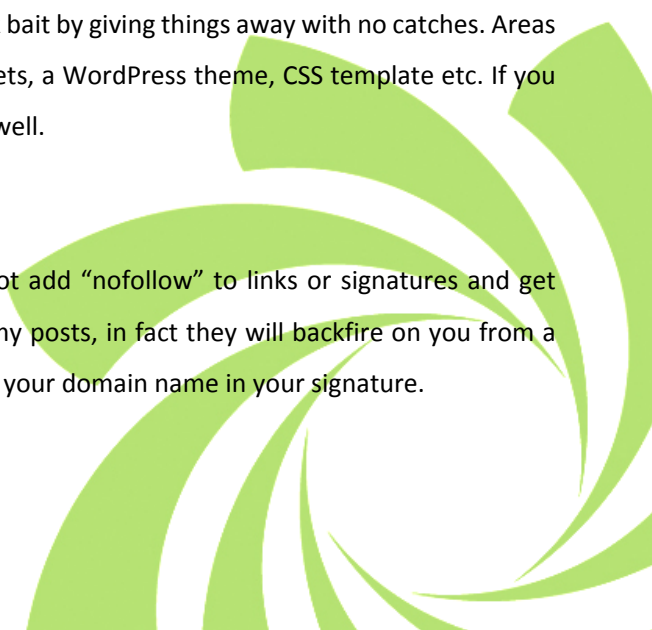
Announce your launch, promotion or new product through an online press release to raise both awareness and build incoming links from web hosting news resources. Generic PR distributions services such as prweb.com (\$200) are picked up by web hosting news publishers and <http://www.pressadvance.com/> specialises in distributing web hosting news (\$85) and will even write it for you (\$135).

Free resources

People love free things and a lot of companies have used this to create link bait by giving things away with no catches. Areas to look at as a web host to attract relevant incoming links are free icon sets, a WordPress theme, CSS template etc. If you do go down the free web template path add your URL in to the footer as well.

Get involved with the forums

Research the relevant web hosting and domain name forums that do not add "nofollow" to links or signatures and get involved in discussions. In no way are we recommending creating spammy posts, in fact they will backfire on you from a branding perspective. Become a genuine part of the conversation but use your domain name in your signature.





Write an article for a high PR site

There are more web design blogs that anyone man could count, many of them with a high PageRank and quite a few open to contributors writing for them as long as it is original and useful content. As part of the deal the author will often get a small biog and a link back to their site.

Directory submission

As with anything when it comes to SEO, directory relevance is key here. Generic directories that will take anyone for a fee will pass next to no link juice but niche/ industry specific directories who care about creating a genuine resource are definitely worth submitting to.

Long term link building

Write a blog

Blogs with useful and insightful articles are a fantastic source of building links, blogs with dry content, nothing new to say or full of press releases are a waste of time. If you have the time and the drive to commit to writing regular content, go for it, if you don't, stay clear.

"Hosted by..." buttons

If you provide a great service some customers will be happy to associate themselves with you and carry a "hosted by..." button or link to you in their footer. Not all customers will go for this, but if you don't make it available then none definitely will.

Being known as an expert and/ or leader

You would be amazed how many sites will link to a service recommending them or using them in a "top x" list having never used them themselves. The old saying "success breeds success" is true for link building. If you become well known enough within your niche people will link to you because you are perceived to be a market leader.

