



Web Link 2.1

Technique note

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Three Steps to Exchanging Links

Step1. Find Out Potential Partner Links.

Currently the Internet provides a convenient way to do business at a global scope. It is such a powerful business tool that in the future business without it won't be possible. In many respects it could be considered a lost treasure just waiting to be discovered. Unfortunately current usage is limited to traditional search engine searching. Using this technique to locate potential business contacts and partners is a still a difficult and somewhat time consuming process. Now Web Link provides a different more efficient way to let you utilize the cutting-edge technology of current search engines.

Focus search

Most people use a keyword search when looking for information from search engines. How to conduct a good keyword search is a very difficult and time-consuming task. One keyword could bring millions of hits. It is impossible to visit all returned web sites and filter them for potential business partners. Web Link provides two different methods to solve this problem.

1. From your competitors

People that do business with your competitors also could do business with you. Web Link provides a way to search for web sites that link to your competitor's site. Expanding on this technique, it is possible to dig deeper to find those sites that link to the links that link to your competitor. This recursive technique is very powerful and has the potential to locate thousands of potential customers in no time at all.

2. From your back links

Do you know how many web sites link to you? The web sites that link to your own site could be very good candidates for you to do business with. Additionally you could look further, locating the web sites that link to the web sites that link to you. It is possible to build a unique network of web sites that have related business activities.

One integrated view for 250+ search engines.

Different search engines have different advantages and disadvantages. Focusing on only a small subset limits searching power and could result in lost business. Web Link provides an integrated view to summarize all search results from 250+ search engines. Web Link saves much time and money when locating new business contacts.

Evaluate the importance of your Partner Links

After locating thousands of web sites that could be your customers, we need a way to classify them and only focus on the important ones. Fortunately, Web Link provides an intelligent technique based on major indexes to filter these results.

1. Google Page Rank
2. Google Link Popularity
3. Alexa index

With one click, it is possible to classify web sites based on the above indexes.

Step2. Generate Link Page.

Once obtaining the potential customer list, it is necessary to first build some business relationships. Using the Internet, the best way is to exchange links with them. It is not a whole lot different to exchanging business cards with your customers. Through this exchanging of information important first impressions are formed.

Before exchanging links it is a good idea to first link to their websites. You should prepare a link page that contains links to your customers. Web Link helps you to generate a high quality link page with various styles and well-designed templates. With the enterprise version of Web Link, it is even possible to use your original web site design when generating the link page.

Step3. Send Link Invitation Email.

After generating the link page, it is time to send the invitation email. Web Link integrates the CompressWeb Email Survey technology to provide an innovative new way to communicate with your valuable customers that is quick, efficient and can be done totally via email.

Auto gather the email contact

Most web sites will leave an email contact when they are registered. These email contacts are saved in the "whois" database and possibly on the actual web site. Web Link can gather the email contacts from both the whois database and your partner's web site automatically. It is not necessary to scan a sites web pages looking for contacts, Web Link will do it for you automatically.

HTML Email

With the power of html, it is possible to place text with different fonts and even images into your email (including your company logo). Our artists that make it easy to create professional looking emails provide more than 30 default templates. It is also possible to use your original web site design in emails.

Auto process the answers from customers.

In order to save time and money, Web Link can automatically process answers from your contacts. You don't need to manually check the replies from your partners. If your partner wants to link to your company site, Web Link will automatically check the back link. If you partner leaves any messages, Web Link will collect them into a single view and order them according to received time