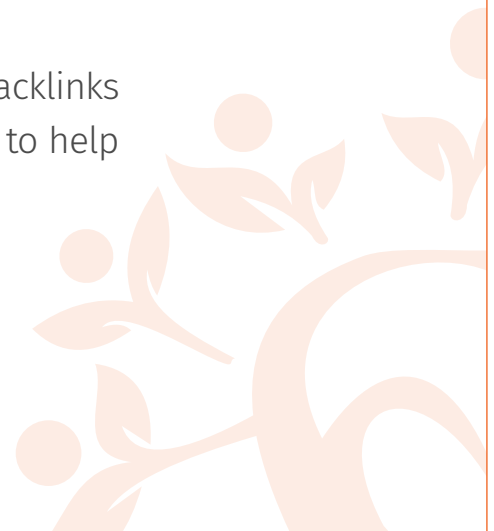


Backlinking Strategy for Promotional Articles: Do's & Dont's

Before you submit a promotional article, keep in mind that the purpose of publishing it with eLearning Industry is, first, to establish a strong bond between you and your audience, then to educate them and finally, to promote your products, services or company.

Therefore, your article/s should contain backlinks that are relevant to your content in order to help you build rapport with your readers.





Below, you can find a detailed table of do's and don'ts to help you get the most out of eLearning content development.

Do's

Decide which service/s or product/s you wish to promote through your content, and choose the pages you are sending traffic to accordingly.

Decide on a keyword/topic that you are focusing on, and make sure your backlinks are relevant.

Include backlinks to an eBook only if this is published on eLearning Industry.

Keep your promotion strategy as soft-selling as possible.

Insert 1 backlink per 350 words. Make sure that your backlinks lead to your company's service/s or product/s. Backlinks from other websites will be cited below the text as references.

Include backlinks that lead to educational, informative and/or resourceful eLearning content that engages our audience. Articles and blog posts, for example, are great sources to be used as backlinks.

Make sure you have your backlinks distributed evenly throughout the text as this increases the readability.

Dont's

Backlink to your company's homepage as this will not engage the audience.

Include backlinks to white papers as your main goal is to promote certain products or services.

Include backlinks to any eBooks which have not been published on eLearning Industry.

Include hard-selling CTA backlinks. "Contact us," "Get a quote," "Free demo/trial," "Download this," etc. can be repulsive to readers—therefore, such backlinks will be removed during the review process by our editors.

Insert more than 3-4 backlinks overall. If more links are needed, add them cited below the text as references (or else our editors will do that for you).

Include any backlinks on the images you may wish to include in your text.

Repeat any of your backlinks more than twice.

