about LinkWorth

LinkWorth was originally founded as a tool for search engine marketers and caters specifically to the needs of SEO/SEM agencies that need a link-building resource for their client's campaigns. We enable marketing agencies to manage this process with ease and offer a variety of account types to choose from. Need LinkWorth to remain invisible to your client? No problem. White-label scenarios ships are common and we are very sensitive to the delicate nature of these relationships.

Managed Services

Many of the clients and agencies we work with prefer that we craft, implement, and manage their linking campaigns. Let us do what we do best! Link-building is our business and we are an industry leader with a strong track record of producing results. Our Account Managers are dedicated to the success of every linking campaign we build and are experts in the world of text link advertising. You provide us with the parameters of your campaign and let us do the rest.

Self-Service Accounts

As always, you can create and manage your own campaigns through LinkWorth and attack your SEO initiatives as you see fit. Our Support Department is here to make sure all of your questions answered fast!

Multiple Sub-Accounts

With LinkWorth, convenience is the key! Our system enables you to create as many individual sub-accounts as you like all underneath a single master account. Just create a new sub-account for each client campaign and one login enables you to navigate quickly and easily through them all while keeping all of the critical information neatly separated. Billing & account management issues becomes a breeze.

Relevant Inventory

Everyone knows by now that relevancy is critical to a successful linking campaign. An inbound link from a non-relevant site does not do much good…plain and simple. Our inventory of Partner websites exceeds 11,000 and it grows everyday! No matter what you are promoting, there is a good chance that we have websites that meet your needs.

Competitive Pricing

LinkWorth has become such a large community that our Partners tend to price themselves very attractively because they are all competing for the same business. This is great news for our Advertisers because we are able to keep campaign costs to a minimum. Lower campaign costs create higher ROI for your client in addition to creating a better margin for you as a marketer.

linkADS
text based advertising

....

What can LinkAds do for you?

When placed on a variety of relevant partner websites, LinkAds have the power to carry thousands of surfers to your site in a single day, making them one of the best ways to give your site visibility in a world where there may be literally thousands of competitor websites and products. There are a number of tools you can use when increasing traffic with search engine optimization, and LinkAds are one of them.

The true power of LinkAds lies in their ability to boost your page's position in search engine results pages. The internet is run much like a democracy—the more votes your site can get from other sites, the stronger your site will be in the eyes of the search engines. Each link is like a vote. LinkAds pack a double punch by not only serving as a source of direct traffic, but by also helping to increase the amount of "votes" or "backlinks" sent to your website, thus increasing its overall popularity on the web. When your client searches for your keywords, they'll be much more likely to find you with LinkAds.

....

How can LinkWorth LinkAds maximize the flow of traffic to your website?

- LinkAds help to build link popularity and act as an essential part of your link building campaign for search engine optimization. Links pointing back to your site increase your search engine rankings. That means higher visibility.

- When applied strategically to specific keyword strings, LinkAds help to push your sited up in search engine results pages, increasing traffic.

- Text Link Advertising has been shown to generate higher click-thru rates than traditional banner advertising, leading to increased direct traffic from publishing partners' web pages.

- LinkWorth has the power to take your LinkAds and spread them across the highest number of relevant partner sites possible and create for you the most cost effective, strategically targeted and efficient text link ad campaign on the internet.

- Over the last three years, LinkWorth has created the largest online portal to facilitate text link advertising campaigns for advertisers on thousands of qualified publishing partner websites to get you the attention you deserve from both search engines and customers.

linkInTxt

What can LinkInTxt do for your site?

Today's web surfer has a tendency to ignore traditional advertising. When they're looking for something specific, they turn to the search engines to find it. Internet advertisers need to be savvy and pay attention to their position in the search engine results pages because that's where your average surfer—and prospective customer—is looking. The perfect advertising campaign boosts your position in the search engine results pages while bringing you direct traffic from the ad itself.

LinkInTxt is therefore the perfect LinkWorth product. It works on both levels because it is built directly into the content of partner pages. You choose which keywords you'd like to target. A partner who has that word somewhere in the content on their site places an embedded link to your page on the keyword. It appears as a hyperlink to the user, and, if that keyword is what they're looking for, they click it. This results in a direct visit by a potential consumer to your website. The true innovation of LinkInTxt advertising, however, is that the links are directly embedded into a partner's existing content, adding expert-level, natural relevancy to the destination pages. The more relevant links that your pages receive from other websites, the higher your ranking within search engine results pages.

LinkInTxt combines the best of both worlds by delivering high-quality direct traffic, while improving page relevancy, website popularity and organic search results listings.

What do you get with LinkWorth LinkInTxt?

- Maximize your advertising dollar using LinkInTxt. LinkInTxt leads to direct traffic hits and better rankings for your site, making it much more likely that your target customer will find you.

- The ability to target your prospective customer by choosing the keywords and the websites they're most likely to be looking for.

- A chance to advertise without using obtrusive, annoying and obnoxious ad campaigns that generally don't work.

linkBB
hosted content advertising

What can LinkBB do for you?

Imagine that your customer is cruising down the information superhighway, unaware that they're looking for your products or services, when they suddenly spot your billboard. Now they know what they want—you. LinkWorth's LinkBB is your billboard on that information superhighway, grabbing your customer's attention and driving your site further up search engine results pages for greater visibility.

LinkWorth's LinkBB billboards are basically content articles hosted on a partner website with links pointing back to your website. These billboards are placed on partner sites that are relevant to the kind of information, products and services that appear on your site, and they have the same look and feel as the rest of the pages on that partner site. They may seem to the average web surfer to have been authored by the site owner, but you create the billboard content to market your site and attract more visitors. LinkBBs also provide your website pages with more relevant backlinks, helping to build page popularity and boosting your search engine ranking—one of the most essential marketing strategies for any online business owner.

While you can author your own LinkBBs and submit them to partner websites directly, LinkWorth has a team of writers available who are well versed in advanced search engine optimization techniques that take into account your target pages, keywords and content quality. Search engines take a number of factors into account when determining ranking, and, while backlinking is one vital factor, our writers can create billboard material which will further strengthen your positioning in the search engine results pages while providing your human readers with interesting and useful information.

What do you get with LinkWorth LinkBB?

- An entire page of content hosted and integrated into relevant partner websites with embedded links pointing back to target pages on your site.

- Added search engine relevancy and backlinks to strengthen your positioning and help boost your visibility while bringing direct traffic from your partner sites.

- A team of writers specializing in search engine optimization to craft your billboard and manage your marketing strategy.

linkMura   multi-url rotating ads

What can LinkMura do for your site?

If you've got an array of products and services, multiple domains, or just a huge website with a lot of content, you're going to want advertising that draws your customer to all of it. With LinkMura, you can give them everything you've got and make the most out of your advertising dollar.

LinkMura, or Multi-URL Rotating Ads, allows you to promote multiple pages of content, multiple domains, or both in one text link style ad unit, providing a multitude of relevant backlinks for a variety of target pages to your site and increasing the likelihood that your customer will find what they're looking for in your products and services. With LinkMura you can target a number of keywords simultaneously, strengthening your search engine optimization campaign even further. This is truly the most bang for your buck, and, if you're wanting to make big waves on a small budget, LinkMura is the way to go.

Each time a page hosting your Mura is refreshed, a new anchor text and target URL are displayed. This exposes visitors as well as search engine spiders to multiple keywords!

What do you get with LinkWorth LinkMura

- A number of backlinks in a single rotating ad unit, bringing more visitors to your site and giving your search engine positioning that all-important boost.

- Powerhouse keyword targeting with the ability to hit multiple keywords in a single LinkMura.

- The ability to publish ads on large sites with thousands of pages and have all of those instances indexed.

- The most cost-efficient and effective linking product LinkWorth has to offer.

linkSura

single-url rotating ads

What can LinkSura do for your site?

When your customer goes to a search engine, he or she types specific keywords into the search box and clicks, "Search." Your goal as a webmaster is for your website to be displayed in the top results for your potential customer's keyword searches. It's no secret that keyword targeting and understanding your customer's keyword searching habits are at the heart of precision search engine optimizations, and with Single URL Rotating Ads, you can achieve placement on a variety of search results with a single text advertisement.

LinkSura allows one LinkAd to consist of many different keywords. With LinkSura, the target URL remains the same, but the keywords change on each page load, targeting as many different keywords—and web surfers—as possible. The resulting benefit of this type of rotating text link ad unit is that search engine spiders index all of the different keyword strings for your target landing page, making your page appear for multiple searches.

Everyone's looking for a way to get the most mileage out of their advertising on the information superhighway. For webmasters that have landing pages using multiple keyword strings, integrating LinkSura into your search optimization strategy allows you to get the most bang out of a single text ad.

What do you get with LinkWorth LinkSura

- Why choose just one keyword? LinkSura allows you to target a variety of anchor text words in just one ad. Your text advertising campaign will be highly directed at your prospective customers and help drive your search engine results positioning for a number of keywords.

- Works great on partner sites that have thousands of pages, helping you to stand out in the crowd

- Allows you to customize a single text ad for each partner site and get the most out of your text advertising.

linkDIR

directory submission services

What can LinkDir do for your site?

As an advertiser on the internet, what's your ultimate goal? More traffic to your site. Once they're at your site, you have the opportunity to convert a visitor into a buyer—but you've got to get them there first. There are a variety of necessary techniques that should be applied to any search engine optimization strategy, and LinkDir is one of them. Submitting your website to popular directories such as DMOZ, Jayde, Stopdog and Searchsight, to name a few, is an essential step to any online marketing and link building campaign because it builds category and keyword relevancy for your website, while at the same time increasing your website's popularity—not to mention, these directories get a lot of traffic and generate clicks.

LinkWorth's directory submission service, or LinkDir for short, is an easy way to gain your customer's attention and drive traffic—prospective buyers—to your site. For a one-time submission fee, Link-Worth manually submits your website to hundreds of trusted directories. If you want to be seen as an authority within your market, LinkDir can help. More than that, LinkDir can save you time. Letting LinkWorth's team take on the time-consuming task of directory submission means you get to enjoy the fruits of submission without having to perform the tedious task yourself.

What do you get with LinkWorth LinkDir?

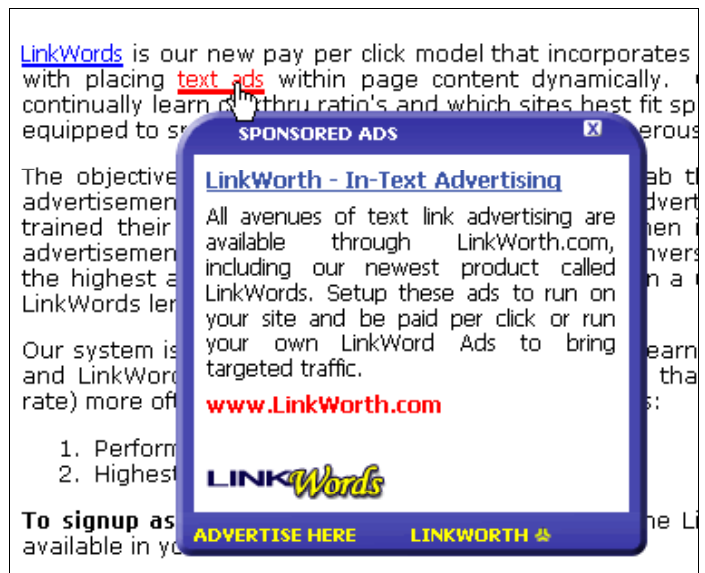- LinkDir manually submits your website to as many as 300 of the largest, most popular directories on the internet for a variety of keywords and descriptions. We literally hand submit to each directory, ensuring inclusion on the most relevant categories.

- Confirmation snapshots of your submissions once they're completed (upon request).

- Links that will paint your site as the authority in your respective market.

linkWords in-content advertising

....

What can LinkWords do for your site?

Web surfers have become a savvy bunch. They know a pitch when they see it—and they don't want to see it. Many have come to see graphical advertising such as banners and flash pop-ups as a nuisance, and you definitely don't want to be seen as a nuisance. LinkWords is in-text advertising that grabs the attention of your customer and portrays you as a company that wants to meet their needs—not just sell them something for a fast buck.

LinkWords is unobtrusive PPC advertising seamlessly integrated into a partner's website content and created with keywords that target your specific product or service as well as your clientele. Keywords are highlighted much like a **hyperlink** and, when the user mouses over them, a bubble pops up containing a highly targeted advertisement with a Title, Description and your URL. The beauty of advertising with LinkWords is that you're only charged when your customer clicks your link, increasing the efficiency of your advertising dollar. Your in-text ad is placed on a partner website that appeals to your customer base, making it that much easier for someone who needs what you have to find you—not some other company offering the same goods or services.

....

What do you get with LinkWorth LinkWords?

⚒ In-text advertising has proven to have much higher conversion rates than other forms of online advertising. This means that people who are clicking on in-text advertising such as the advertising offered with LinkWords are converting to buyer of your products or services.

⚒ For an extra fee, an account representative can guide you through selecting appropriate keyword strings for your website, creating advertisements and making recommendations for additional strategies that can help to improve your online marketing campaigns.

⚒ LinkWorth's system utilizes smart technology and advanced reporting that will learn which LinkWord ads are performing well and have the highest click-thru rate. Once your LinkWords are placed on partner websites, it's possible to monitor which ones are working and which ones aren't to tweak your targeted partner sites for the most powerful results.

⚒ The LinkWords advertising platform employs a proprietary algorithm to detect potentially suspect or fraudulent clicks, meaning that you won't have to pay for unqualified or repeat clicks.

linkART article submisison services

What can LinkArt do for your site?

Search engine optimization revolves around a variety of factors, two of which being keywords and page popularity driven by backlinks. LinkArt allows you to make the most of both, focusing on using rel evant keywords within an article to gain search engine relevancy for your website while hosting these articles on third party websites to boost popularity for your target pages. LinkWorth strives to build the most effective search engine optimization campaigns possible, and LinkArt is an integral part of that process.

LinkWorth also offers you well-crafted LinkArts through our in-house writing team. Our highly trained writers have years of experience in writing effectively optimized articles, and they can create LinkArt material that will make the most out of your article submissions. LinkArt articles developed by our professional copywriters are optimize for your preferred keyword strings with a focus on keyword density and search engine-friendliness. The final result: a well written, highly targeted article that both feeds the search engines and provides human readers with quality information about your industry, product or service. Let our writers provide you with their services so that you get the best LinkArts possible.

What do you get with LinkWorth LinkArt?

- ⚜ Article submission to hundreds of publisher sites with a one-time fee for each submission.

- ⚜ No fees once the LinkArt has been published. This means that you don't have to pay-per-click for advertising or pay "rent" on your advertising space.

- ⚜ Full-page advertising with a potential circulation of over a million, driving traffic to your site while increasing your search engine relevancy.

- ⚜ We will submit your article to hundreds of article hosting directories where people searching for content can use your article for their site—giving you a new backlink every time! So, not only do you receive a backlink from the article directories themselves, but also from each site that chooses to add your article to their content.

link Press distributed press releases

What can LinkPress do for your site?

Press releases are one of the most powerful ways to bring attention to your site. They spread the word about your products and services, announce what's new at your company, and put your name on the lips of both industry insiders and your prospective customers. Press releases can be a costly prospect when you hire a PR company to do the work for you. LinkWorth makes the power of press releases available for any business, from the smallest start-up to the biggest corporation.

Your LinkPress will be distributed to as many as 60,000 news-related websites including the big names like Reuters, CNN, and MSNBC. They are also picked up within 24 hours by powerhouse search engines like Yahoo and Google. Press releases are the absolute best way to get people talking about your site, products and services. Want to sell your company? LinkPress can flood the market with your brand name and, before you know it, there could be venture capitalists fighting for your business.

If you're a business owner and have never written a press release, let LinkWorth content copywriters develop your press release for you. Our writers can target your press release for both search engines and human readers to maximize your results. Our professionals will speak with you to find out your specific goals and craft the perfect press release for the biggest impact. We'll write your press release so that potential customers or interested parties find value in your products and, at the same time, target your specific industry keywords so that your press release actually shows up in search results for your industry.

What do you get with LinkWorth LinkPress?

- ⚜ Press releases submitted to a number of news sources for the highest visibility and greatest punch possible.

- ⚜ Powerhouse press releases written by professionals with a wealth of content development and market expertise.

- ⚜ Embedded text links directly targeted at specific page of your website to increase link popularity and page strength.

- ⚜ Big time PR on a small business budget

linkPost paid blog posts

What can LinkPost do for your?

Blogging has become a primary means of communication on the web today with legions of dedicated readers consuming every syllable that their favorite bloggers publish. So, as an Advertiser, why not capitalize on this fact and have them say a few nice words on your behalf? Our point exactly!

A LinkPost is a paid blog post written by a blogger within the LinkWorth community. Unlike other similar services, LinkWorth allows its' Advertisers to have some control about what's being written. Why pay for someone to bash you, right? Allowing a few requirements puts you in the driver's seat. Specify exactly what it is you want reviewed, mandate that it's a positive review, or let the chips fall where the may and allow the blogger free reign. With LinkPost, it's entirely up to you.

Not only is LinkPost an excellent way to generate buzz about your company's products and services, but it's also a phenomenal to build links organically. Each LinkPost contains a minimum of one link back to you embedded in the content, using the anchor text of your specification.

What do you get with LinkWorth LinkPost?

- A third party review about your company, its products, or services by a respected blogger with a loyal following.

- Control. You may set length requirements, keyword linking, review topic, and whether or not the review will be "positive" in nature.

- Inbound, embedded links that can help build your link popularity and lead to better placement in the search results.