



## SMMware Subscriber News

February 8, 2022

### **Let SMMware Help Your Search Engine Rankings**

Do you post industry related articles on your company website? If you are a current subscriber, SMMware is now extending to our current subscribers an offer to create links from our main website to your articles on your website for you. These links will help your rankings in search engine results.

This is a trial program running through the end of May, with the possibility of continuing if all parties are pleased with it. You can email your entries to [bjacobs@smmware.com](mailto:bjacobs@smmware.com).

### **Why You Might Care**

Search engines decide where your website appears in search results partly based on the number of links from other websites to yours. These links are commonly called 'backlinks'. The computer's reasoning is that the more humans there are who felt that your article was important enough to take the effort to create a link, the more likely that other humans searching for terms appearing in your articles will like what your website has to say.

### **What Kinds of Articles Qualify To Be Posted**

We are willing to repost articles that your clients are likely to find useful and of interest. 'How To' and 'What to Look For' articles are good examples. Examples of what does not qualify to be posted include simple advertisements or holiday greetings.

### **What Exactly Will You Post? How often?**

We will post the headline, the first one or two lines (or paragraphs, for a longer article), and then a 'Read More' link that goes to your article on your website. We will post up to one link per company per week.

### **Will You Also Post Articles From My Competitors?**

Yes, but this won't hurt you. You can anticipate that your site will rank higher in search results, your potential client will click on those search result links and go directly to your website. It will be rare that your potential clients will wind up on the SMMware website on our link to your article, so the chance that they would then see an article by your competitor is even less likely.

### **What If I Don't Want to Share My Secrets?**

It is a common fear that if you share your knowledge that you will only be helping a competitor. Or that your potential client won't even need you, they'll just do the work themselves. But the perspective today is that what you share establishes you in the minds of your potential clients as an expert, and that they will still hire someone for the work. Perhaps due to a lack of time. Or because when they see what you do they realize they will never do the work as well. The visibility and authority you get from publicly sharing outweighs the potential of lost work.

### **What If I Don't Have Any Articles On My Website**

Some people already have this kind of content and send it out in emails. You've already done 90% of the work by writing the article, so why not put it on your website as a post?

### **How Long Before I See A Change in My Ranking?**

It does take time for Google to 'notice'. It will take multiple links over a number of months; you should not expect a change overnight. But it is nevertheless worth doing.

### **Why Would SMMware Do This?**

Partly to help you, our subscribers. But this can also help our search engine rankings as well, for [www.smmware.com](http://www.smmware.com). When deciding where your company should appear in

search engine results, Google also considers how often your website changes. If a website hasn't changed in 6 months, they might not be as relevant as a site that changes regularly. So this is a win-win for both of us.

## **In Progress**

Currently, our main focus is to create new versions of our YouTube videos to reflect new or changed features, and on a number of smaller requests from you, our subscribers.

Thanks, and stay safe.

- *Brian Jacobs*