

# Local Link Building Cheat Sheet

Please let me introduce you to some quick and easy local link building techniques that drive quality traffic and position you in Google's eyes as the local expert in your area.

## How to get links in by linking out

It's counter-intuitive. Link out to get links in?

### 1) Sponsor or establish your own meetup group

Meetup.com is a powerhouse website that connects like-minded groups of people together through events they call meetups.

Restoration companies can offer continuing education units (CEU) as the driver to build out a meetup.

Once you create a meet up it becomes the hub to not only get the message out about the CEU's but it is a powerful link and brand building opportunity by driving solid links from "local" based site that you control.

Turn to Google to make your search easier!

Use the search strings below to only search the meetup.com website with the keywords you're looking for:

site:meetup.com state+keyword or site:meetup.com city+keyword

Click through the results and find a meetup group that seems to fit the bill.  
If you can't find one create one.

### BECOME AN ORGANIZER

We'll walk you through a few steps to build your local community,

Start here: <https://www.meetup.com/start/organizing>

**2) Create a Best of Local Guides** - Best restaurants in the city or county, top bars, top microbreweries (I like beer, OK), top city attractions, top things for singles, top things for families, a perfect day trip for families, etc.

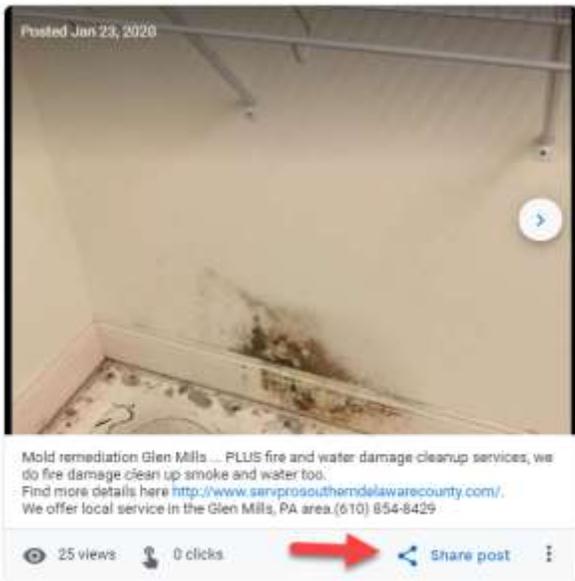
And help promote and support the community with social posts to help promote the page. You'll see the companies you listed in the "best of" will link back and promote the page on their behalf.

A great way to promote other local businesses, build relationships and great top of mind awareness.

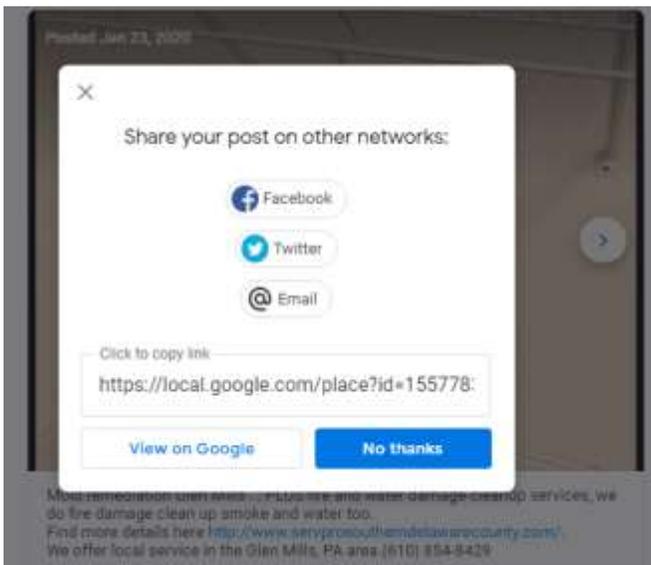
**3) Social shares = link building too** – GMB, Google my business is a powerful local platform that many are calling the new home page. Google has intimate knowledge of this platform. Some of the drivers Google watches is interaction, time on site/post/page and shares.

Here's how you can let Google know that you're a player and need to be rewarded for your local effort. You need to share your posts. Yes, share your GMB posts in you social, in your blog posts and even in your email (if appropriate)

This is what you do: Open one of your posts and this is what you'll see:



Click the “Share post” link and this is what you’ll see:



You can click the link from any of the social platforms listed or you can copy the entire link and post that.

Either way, Google will see that link and give you credit.

This is especially powerful link these days for both your GMB and your website too.

#### 4) Promoting on social is a challenge = Help not sell

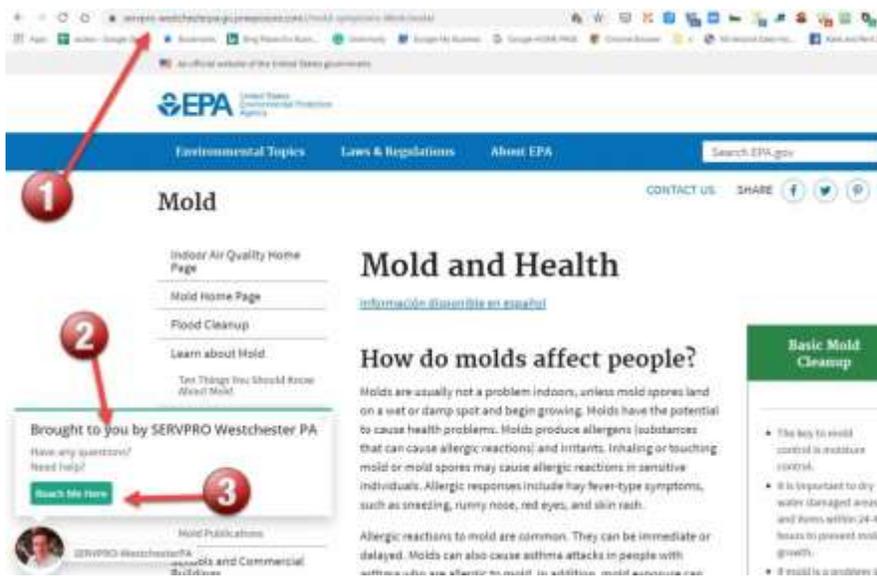
Most people simply keep sharing info about their company and over time it gets boring.

Think of it like being at a party and the person you are talking to only talks about themselves.

It's a social network right? So that means you need to share, entertain, help and then sell or promote yourself.

**Here's how you do it...** Recommend other sites and information that helps people.

BUT you need to take credit for it! Visit <https://prexposure.com/> and follow the steps so your links out on social look like this:



Full step by step details available here <https://prexposure.com/>

I'll be sending you more tips in my next email 😊 so stay tuned.

John  
BigCatMarketingGroup.com