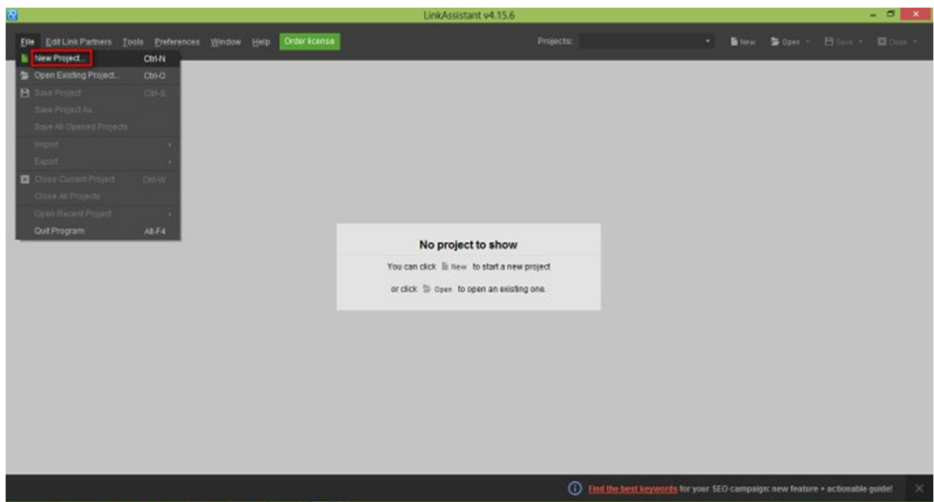


Create a new link building project

When you launch Link Assistant's link building software, it automatically asks you to create a new link building project. If you want to create a new link building project and you have Link Assistant already launched, go to File > New Project.

Launch new Link Assistant link building project



Step 1: Specify your site

Here you enter the URL of the website or webpage that you want to promote. This URL will be used for your partners to link back to. If later on, you want to change the URL, go to xxx

Step 2: Specify your site

Create New Project

Step 1: Specify Your Site

Welcome to LinkAssistant! LinkAssistant is a powerful tool that lets you find link partners for your website, start and manage winning link building campaigns, track all your links and more - all in one rich and easy to use environment.

Website's URL:

Please specify the Web address of your website or the Web page you're going to promote (for example, <http://www.yoursite.com/yourpage.html> or <http://www.yoursite.com>)

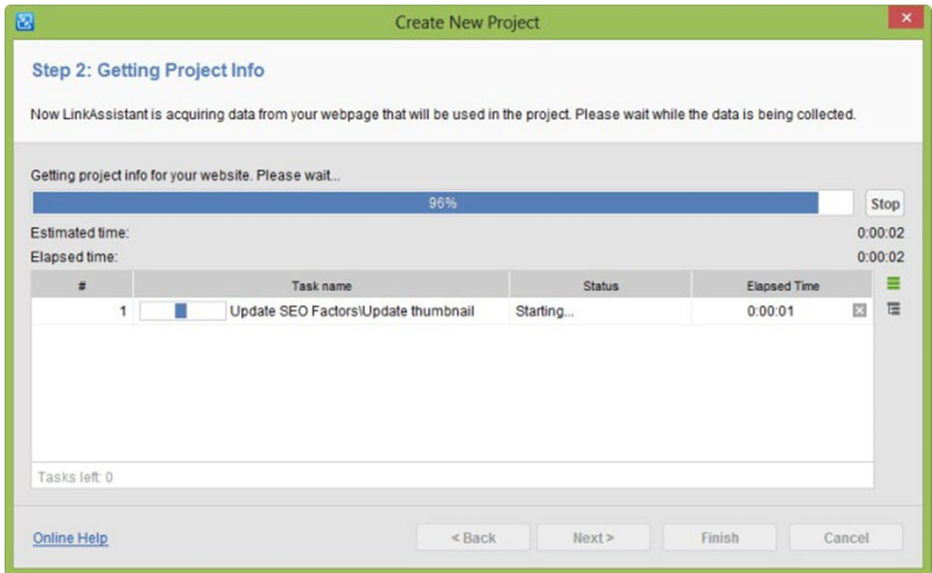
[Online Help](#)

< Back **Next >** Finish Cancel

Step 2: Getting Project Info for your link building project

Now Link Assistant starts collecting data from your website or webpage. It searches for title and description, Google PageRank, Alexa PageRank, Google and Yahoo popularity and other factors. This will take a few seconds.

Step 2: Getting project info



Step 3: Project info

Step 3: Project info

Step 3: Project Info

Here you can specify the anchor text and description that will be used for your backlinks in this project. You can use the existing title and description of your webpage or type in some new ones. Tip: try to use your keywords in your links' anchors and descriptions - this will make links more appealing to search engines.

Anchor Text:

Enter the text that should be used by your link partners as an anchor text of links pointing to your website (for example, A Brilliant Widgets Site).

Description:

Brief description of your Web page to be used with backlinks (for example, "Download widgets of all types - from blue widgets to red ones!")

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Anchor text: This is the highlighted blue text you see on a website. This highlighted blue text is a link to another webpage. It is valuable to your SEO if your anchor text contains a keyword relevant to your webpage. "Click here" is not a good example of an anchor text. Anchor texts shouldn't be longer than 60 characters.

An exact match anchor text is an anchor text that contains the exact targeted keyword of your webpage. If you are building lots of links, use a variation of anchor texts (some with exact match, some with partial match, some with no anchor text) as Google's spam filter is triggered if you build a lot of exact match anchor links.

Another red flag for search engines, as it looks unnatural, are high volumes of links going to your home page, and none to any other pages of your site.

Later, after you have created your new Link Assistant project, you can create several different link anchors. In order to do so, go to Preferences > Partner Management > Statuses.

Learn more about creating and editing anchor parameters

Description: Use a brief description of your webpage for the use in back links.

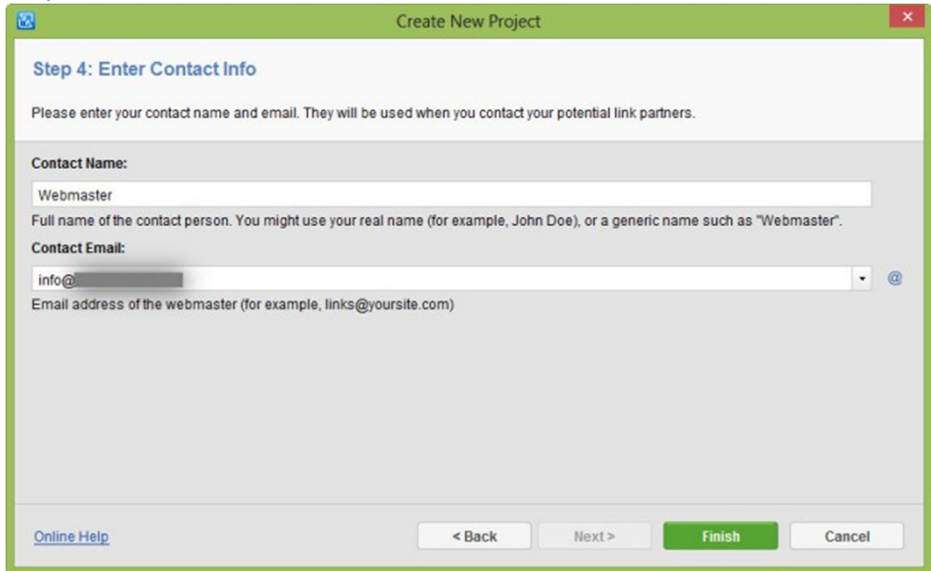
Here some examples:

Example of anchor text and description



Step 4: Enter contact info

Step 4: Enter Contact Data



Step 4: Enter Contact Info

Please enter your contact name and email. They will be used when you contact your potential link partners.

Contact Name:
Webmaster

Full name of the contact person. You might use your real name (for example, John Doe), or a generic name such as "Webmaster".

Contact Email:
info@

Email address of the webmaster (for example, links@yoursite.com)

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Contact Name: Enter your own name, or for example Webmaster. Link Assistant use this name to will show in the automatically generated emails you can use to send link requests to potential link partners.

Contact Email: enter the email address you want to use for all your outgoing link requests and correspondence with your link partners.

Once you finish with step 4, Link Assistant creates your new link building project.