the magic of links

TIME: About 30-60 minutes. Save links = save time later.

encouraged contributors to open their hearts and wallets to support the Chabad's fundraiser. Best known for his famous "skyhook" and as the NBA's top all time leading scorer, Kareem is also an established New York Times bestselling author. His latest book, Brothers in Arms, is uniquely pertinent to the Jewish community.

"I hope my presence here is a unifying signal to the many communities, including Muslim's and Jews everywhere, that we can make great progress if we join together for good" says Abdul Jabbar.

SUMMARY: *Well-crafted links are one of the most powerful element of an online media campaign.* Make sure you know the format (see below), and use them sparingly. **A good press release with links pointed at the right pages will provide you years of web activity...** so do them right, matching format to contribution level.

When composing PR, think ahead to your Contribution, then format to match $$

Format for Contribution - **PRWeb** provides **three types of link options to accomodate the various contribution levels.** For those who think a link is a link, you'd benefit from learning **the value of titled links with keyphrase anchor tags.** *These "improved" links will pull significantly more traffic over time, and look more finished as well.*

$10+, Links are active. More $$ =More Distribution =More Views+Clicks

$10-$199 - For contributions from $10 to $199, you can format your links in one of two ways: standard HTML "**htttp://www.richcontent.com**". This is good, but somewhat clumsy. The **PRWeb Press Release Distribution Engine** will also make the more elegant *www.richcontent.com* links live.

$200+ Allows Anchor Tag (keyword and titled) links. Pro Appearance+SEO

$200+ - For more professional results, and more link activity from search engines, you might consider upgrading to the $200+ level (that's not the only benefit, but one of many). A link at this level looks like "**http://www.richcontent.com [RIchContent Software __title__ RichContent PR Software]**", where the *RichContent Software* is the active link.

Get 3 links in place, but no more than 5, and no exact duplicates!

Mix it Up - *I highly recommend not using the same link more than twice within your release.* Search Engines frown on that, calling it "link spam". You can **simply create a link for each specific area of the release, and point it to a "landing page" on your web site,** or that of your client. Now you're keeping your message focused and effective.

Create Links that "Land" on specific pages of your site to gain Conversions.

Landing Links - Instead of sending traffic just to your home page, **find the pages on your web site that have the most specific message for your viewer, and tie links to those specific pages.** A single page with a message perfectly aligned for your link is called a **Landing Page.**

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