

### **Rented Links (RLs)**

A text link is hosted on your site. It is paid for on a month- to- month basis. The link should include an anchor text of 30-35 characters.

### **Hosted Marketing Pages (HMPs)**

This is a brand new page with 400-500 words of professionally written, optimized content that is relevant to your Site. It contains up to 5 text links embedded within the content.

You must be able to:

- Host a brand new page on your site that you will upload for us.
- Control the page name, page title and META tags which we will provide.
- Link to this new page from at least 10 pages, including your HOMEPAGE. Site-wide links are acceptable. These must be indexed pages and should generally be the best ranked pages of your site.

### **Platinum Hosted Marketing Pages (P-HMPs)**

This is a brand new page with 400-500 words of professionally written, optimized content that is relevant to your Site. It contains up to 5 text links embedded within the content. Fresh relevant content of approximately 100 – 200 words, created by us, is uploaded by you for 3 subsequent months.

You must be able to:

- Host a brand new page on your site that you will upload for us.
- Control the page name, page title and META tags which we will provide.
- Link to this new page from at least 10 pages, including your HOMEPAGE. Site-wide links are acceptable. These must be indexed pages and should generally be the best ranked pages of your site.

### **Contextual Links**

Fresh content of 100 to 150 words with two embedded links are placed on an existing page on your site. We supply you content that is relevant to the theme of the page and furnished with html code. There is no JavaScript or Flash.

### **Blog Review**

If your site is a blog where you place fresh content, you agree to post one of our professionally written relevant reviews (350 - 400 words) catering to our client's site(s). Each piece of content will have up to 3 embedded links. We will back link to this review, increasing your organic back links.

You agree to:

- Host on the homepage, or a specific requested page, for a minimum of 10 days.
- Archive for a minimum of 6 months.
- Place a link to this archive in the "Category" section on your home page.

### **Comment Links**

If your site has a commenting function (like most blogs and article sites allow), you allow us to add 2 comments (50 words each) with a text link in one of them. We would set-up a unique user profile to identify us.

## **Article Plus Links**

If your site contains dynamic content like news, articles or forums, you agree to place relevant, professionally written articles (400-500 words) with up to 4 embedded links to our client's site. We will back link to this review, increasing your organic back links.

You agree to:

- Host on the homepage, or a specific requested page, for a minimum of 10 days.
- Archive for a minimum of 6 months.
- Place a link to this archive in the "Category" or "Latest Articles" section on your home page.

## **Authority Silo**

Placing our **Authority Silo** is a way to build authority content and links for our clients and partners.

A Silo Consists of 5 pages of professionally written content relative to the theme of your site.

- We create the 5 subpages, one being a Landing Page that links to 4 additional subpages.
- You are required to place a link on the Home Page directed to the Landing Page.
- We embed links to our client's site throughout 4 of the 5 pages (the Landing Page only contains internal links to the 4 Sub Pages).
- We supply all Meta Tags and descriptions which will already be coded into the content.
- Every month we shall provide relevant ranking backlinks to your Homepage, the Landing page, and 4 subpages.

## **Banners**

Our professionally created Banners come in 5 of the most popular IAB certified File and Image sizes. These banners are designed to complement your visitor experience. They are rented on a monthly basis and are not PPC banners. We require that you place a hard coded "Alt Tag" with approx 35 characters of anchor text and approx 100 characters of supplied description content.