

# Add Backlinks to Maximize Your Storefront Discoverability

Adding a search-friendly URL link from your website to your Knowde Storefront boosts SEO, brings more prospects and customers to your store, and creates a seamless customer experience. Adding backlinks can also give you behavioral insight into your website visitors.



## The Template

Please ensure that your website editor uses the following templates when adding backlinks to your website:

### For a product page:

```
<a href="[KNOWDE PRODUCT PAGE URL]" target="_blank" rel="noopener">Request samples and information about [PRODUCT NAME] on our Knowde property</a>
```

### For a brand page:

```
<a href="[KNOWDE BRAND PAGE URL]" target="_blank" rel="noopener">Request information on any of our [FAMILY] products on our Knowde property</a>
```

### For your Knowde storefront homepage:

```
<a href="[KNOWDE STOREFRONT PAGE URL]" target="_blank" rel="noopener">Access our catalog of products and learn more on our Knowde storefront</a>
```

## Keep It Simple

The simpler the link, the better. The best possible link points directly to the relevant Knowde page without additional tracking information (like UTM codes). To find the best link, navigate to the page you want to share through your storefront.

### You can grab a relevant link through the following ways:

- Go to the Products tab and select a product directly.
- First, select a brand via the Brand tab and then your product. Then, go to the product page and copy the link. This can help you narrow down your options.
- Simply search for your product on your storefront and select a product.

### Here's an example of a simple URL with no tracking information:

<https://www.knowde.com/stores/your-chemco/products/agrochemical-ingredient-fertilizer>



**Backlinking could increase your Knowde storefront traffic by up to 40% due to a combination of referrals and increased SEO!**



## Ensure Links Can Be Found by Google

To boost SEO, links **must** be from pages Google can find. To ensure the link you are adding can be found by Google, follow these steps:

1. Visit the page on your site from which you're going to link
2. Copy a sentence from the page
3. Search for that sentence on Google

If that page appears in the search results, a link from the page will most likely boost SEO.

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## Link to Pages with Similar Context

Link keywords or CTAs on pages from your site to pages on your Storefront with similar context when possible, so that your customer can browse your site, but navigate to your Storefront to place requests, message experts, or view documentation!

Examples of great places to backlink are:

- A brand name (keyword) on your site to a brand page on your Storefront
- Backlinking a product name (keyword) on your site to a product page on your Storefront
- Backlinking a product page on your site with a CTA to "Learn More" to a product page on your Storefront
- Backlinking any page on your site with a CTA to "Explore More" to your Storefront Homepage wherever you think customers want to see all offerings on your Storefront's catalog

## Example: Product Page

The MyChemCo company sells a product called "Agrochemical Ingredient Fertilizer," which is part of the "Agrochemical Ingredient" brand. On their site, the page address might be:

[www.mychemco.com/agrocheming/fertilizer](http://www.mychemco.com/agrocheming/fertilizer)

On Knowde, the product page address would be:

<https://www.knowde.com/stores/my-chemco/products/agrochemical-ingredient-fertilizer>

MyChemCo's site would link directly from their Agrochemical Ingredient Fertilizer Product page to the same product listing on Knowde.

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## Example: Brand Page

MyChemCo company has an Agrochemical Ingredient Brand page:

[www.mychemco.com/agrocheming](http://www.mychemco.com/agrocheming)

This links to:

<https://www.knowde.com/stores/my-chemco/brands/agrochemical-ingredient>

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## Example: Storefront Overview Page

You also want to link your Storefront Overview page to a General "Contact Us" or information request page on your Company's website.

MyChemCo company has a "Contact Us" page:

[www.mychemco.com/contactus](http://www.mychemco.com/contactus)

This links to:

<https://www.knowde.com/stores/my-chemco/>