

## **Reciprocal Link Assistance**

### **What is a reciprocal link?**

A reciprocal link is an agreement between two websites to provide a link within their own website to each other's web site. Generally this is done to provide readers with quick access to related sites, or to show a partnership between two sites. Reciprocal links can also help to increase traffic to both participating websites.

### **How can I add a reciprocal link to my website?**

You can have your personal web developer add the link to the website before you fill out the form. Once the link has been added to your website you should be able to submit your website to the directory. By simply stating what page the reciprocal link is on.

### **What if I don't have a web developer and cannot add it on myself?**

We will be more than happy to add the reciprocal link to your website. We will need your hosting information to login to your website so we may add our link to your website. The information that we will need is your:

1. Username (This is usually a login and username to your website backend.)
2. Password
3. Link of the website
4. A link to your web host

Once you have this information prepared please send it via email to [linkpartner@bizcentralusa.com](mailto:linkpartner@bizcentralusa.com). With this information we will be able to assist you.

### **What information will be placed on the directory?**

The information that will be placed on the directory is the information you provide us with on the **Submit Link** page.

### **How long before my site shows up on the directory?**

It will take between 1-5 business days for any submission to be approved. If you do not have a website it will take longer before we accept your submission. We will be reviewing your website along with the content of what your website is offering to make sure they follow our standards in directory submission. We will also review that the location of the reciprocal link matches the link that you provided.

### **What if I don't hear from anyone regarding my submission and the 5 days are up?**

If the 1-5 business days have expired and your website has not been added to our directory visit our Contact Us page in the directory and we will look into the reason for the delay.