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## SEO UK tip - use Ecademy

Ecademy is great for offsite seo. You can link to it like this so - what my point...

Well of course Google likes quality links back to your site. A quality link can be seen as a link on a page or site about an 'on topic' theme e.g. if you are a pig farmer try and get a link on a page about pig farming - it will help your Google rankings for relevant phrases. Acheiving links as well as fixing onsite seo issues via website optimisation is a tricky business. Creating blogs, editorials or advertisements (marketplace listings) is a great way of creating links on relevant pages through Ecademy .

- Andy Maclean

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