



Merranti

### Creating a New Wikipedia Page

- **Build up your editing history.** This is crucial. Try not to make your first edit a link placement. Most editors at Wikipedia check your history of involvement. Try improving other articles that interest you and develop a background. This will prep you for the first time you try to edit a link.
- **Is it Notable?** Has it been the subject of published material? If the answer is no, you'll probably find that the page will be deleted rather quickly. If it is notable, prepare a list of references to use when creating the page.
- **Find your Competitors.** Are your direct competitors listed in Wikipedia? If they're not listed, there might be something wrong with your niche or topic. Try submitting a brief skeletal description of your website with several external links to gauge the response.
- **Include other sources.** God forbid that you create a fresh Wikipedia page and only include your website as a source. Mix your link among other sources.
- **Avoid Links in Content.** Do not put any links in the body of text. Most of the time, Wikipedians will include the internal links for you. You'll just need to place the link to your website in the *External Links* section.
- **Cite experts.** Experts add authority to your page and increases its credibility.
- **Check your copy.** Never, ever write in first person when creating a Wikipedia page. Stay politically correct and strive for the semblance of objectivity. Use jargons as much as possible to keep your copy niche-centric.

### Submitting your Website as a Resource

- **Get some background info.** Click on the *"discussion"* tab and find out how Wikipedians perceive the webpage. Find out what they need or don't need and use that to your advantage. Come up with what they need and submit it as a reference.
- **Review the Page History.** Click on the *"History"* tab and review the history of edits. Do they come fast and furious after a change has been made? Or are they hardly re-edited? Good way to determine the popularity of a Wikipedia page.
- **Leech off personalities.** Try adding links to specific personalities if you have a related web page. The more popular the personality, the harder it is to keep the link up.
- **Include as References.** Very useful when you come across a Wikipedia page that is calling for more references. You'll need to be familiar with what type of material you actually have on your website.
- **Find a less popular topic** that is still partially related to your niche.
- **Don't submit more** than one link in a day for each website. Submit too much too fast and you'll definitely be marked as a spammer. Submit every three days or once a week if possible. Squeeze in other legit submissions in between submissions for your website.
- **Make your Site Ad-free.** Remove all ads and affiliate links before inserting your webpage as a reference. Editors are extremely sensitive to commercial ads, especially if your website is not an authority in the niche. If you feel the need to, reinsert the ads after 3 weeks if your link is still up.



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- **Make Attribution visible.** You could try leaving a section after each article on your website for references. Referencing others makes you accountable and possibly, more liable for approval.
- **Aim for indirect traffic.** This should be the last resort. If you write for more established websites, submit the page with your article and byline. For example, if you syndicate your internet marketing/SEO articles on [WebProNews](#), try submitting the link for that instead.

#### Getting your Blog Listed in Wikipedia

Blogs are similar to websites in that you'll need to follow the same protocol mentioned above. There are three steps I usually take when attempting to include blog links in Wikipedia pages:

1. **Go through all your blog posts.** Make a list of those that concern external entities such as companies, personalities, websites, applications, events or news. Make sure that at least 95% of the content is laser focused on that one topic. I usually run a search using specific keywords in the *Dashboard*.
2. **Search Wikipedia** by entering specific names or titles and examine each page's external links.
3. **Include the blog posts** which are most relevant to the Wikipedia entries. Deeplink your entries to the specific blog post permalink. Don't point the link directly to your homepage unless the entire blog is relevant for the Wikipedia page.

#### After you've finished listing your website...

- **Monitor Edits.** Click on the "Watch" tab to include the page with your link in your Watchlist. This allows you to be notified when changes are made. If inaccurate factual statements are inserted, you can revert the changes. Do not remove counter-arguments that are well attributed and verified.
- **Make edits for other Wiki pages.** Submit other links that are not your own or you can choose to correct sources or spelling/grammatical errors. Basically, try to be a team player and build your user reputation among the community. You might even find it fun!