Lloyd's Register Foundation Backlink Guide

2025

Introduction

Welcome to the Lloyd's Register Foundation Back Linking Guide.

This simple, go-to reference guide is designed to help you understand, adopt and create backlinks for Lloyd's Register Foundation.

Backlinking may sound technical, but this guide is designed to break it down into easy-to-follow steps, ensuring accessibility for individuals with varying levels of digital expertise.

Please note that all digital references to the Foundation, both current and future, should be backlinked correctly.

If you have any questions, please contact:

Susana Wheeler

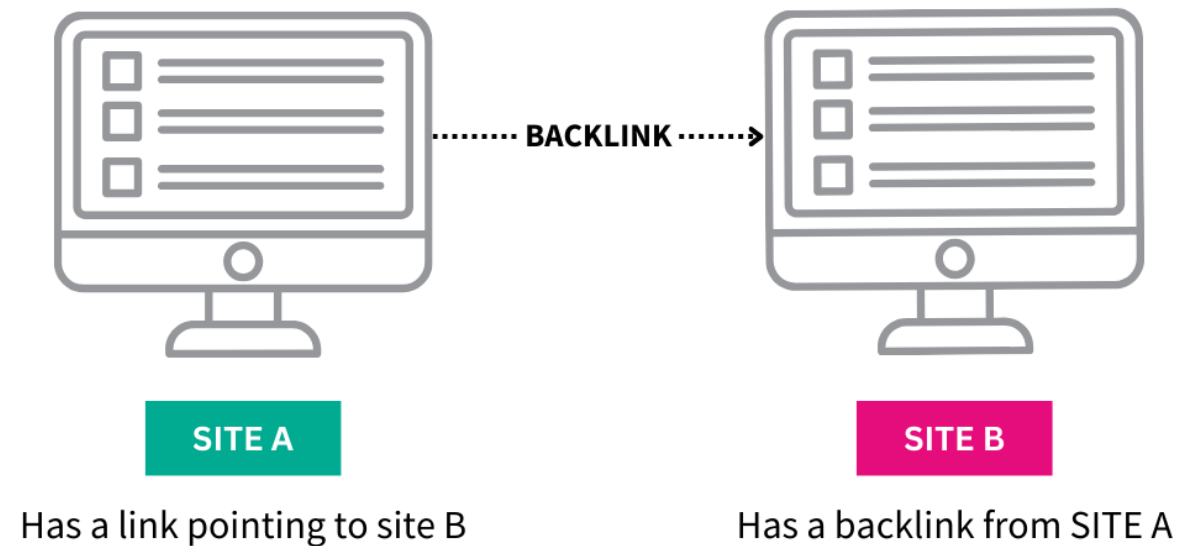You will find her details in the Contact section in this Backlink Guide.

Contents

What are backlinks?

Backlinking is the practice of creating hyperlinks (also known as backlinks) to link build between two websites. These backlinks act as virtual bridges, linking one website to another and connecting web pages across the internet.

In essence, backlinks act as digital references or citations through a highlighted clickable link, that when clicked, takes a user from one web page to another.

BACKLINK

SITE A

Has a link pointing to site B

SITE B

Has a backlink from SITE A

4

Why are backlinks important?

Backlinking is important to organisations for several key reasons:

- **Enhanced Website Visibility:** Backlinks can help improve the visibility of a website by signalling to search engines like Google that Lloyd's Register Foundation is credible and valuable.

- **Build Credibility and Trust:** When trustworthy websites like yours, link to ours, it shows search engines that they can trust the Foundation's information. This helps build credibility with users.

- **Improved Search Engine Optimisation (SEO):** Search engines use backlinks as a signal of a website's quality and can help to determine a website's ranking in search results. This makes it easier for users to find the Foundation.

- **Increased Authority:** High-quality backlinks can help to reach new audiences and attract new partnerships.

Step-by-step guide on creating a backlink

We kindly ask for the Foundation (website and social platforms) to be mentioned and referenced on all relevant pages on your website and for those pages to contain a backlink to relevant Foundation pages and platforms.

Foundation

Step-by-step guide

We have created a step-by-step guide on how to create a backlink on your website:

Step 1: Mention us on relevant content

First, mention the Foundation on all relevant pages on your website.

Step 2: Highlight relevant text

Highlight the text on your chosen webpage to be turned into a clickable link. This will likely be the words 'Lloyd's Register Foundation'.

For social platforms, this will likely be 'Twitter' or 'LinkedIn'.

Step-by-step guide
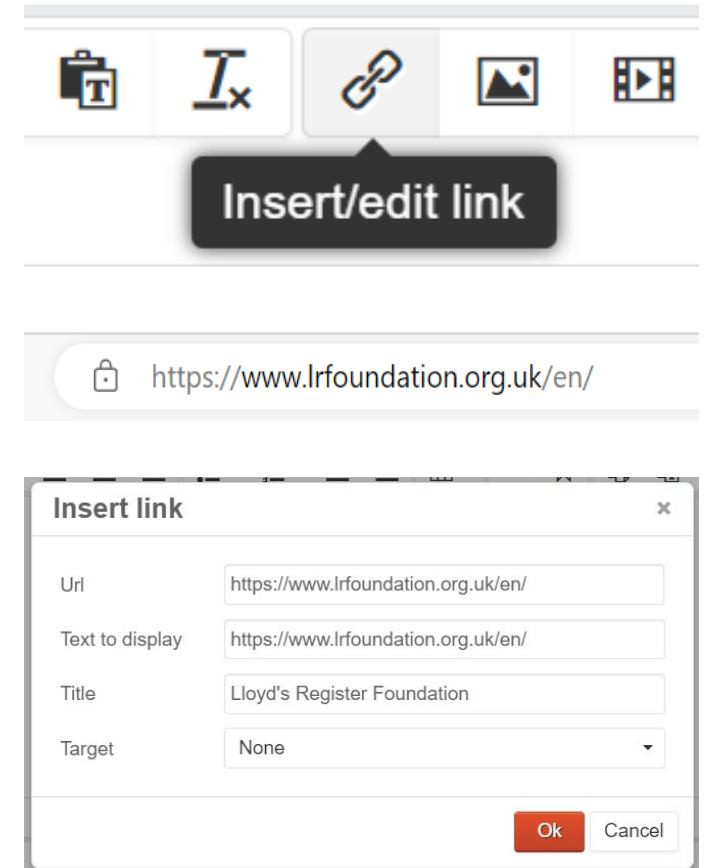
Step 3: Insert the link

Click on the "Insert Link" or "Hyperlink" button in your website editor.

If you are mentioning the Foundation generally, paste our main website address (https://www.lrfoundation.org.uk/) or if you are referring to a specific page, use that page's URL in the link box.

This will be the same process for linking to our social media platforms. The links for these are below:

Bluesky: https://bsky.app/profile/lr-foundation.bsky.social

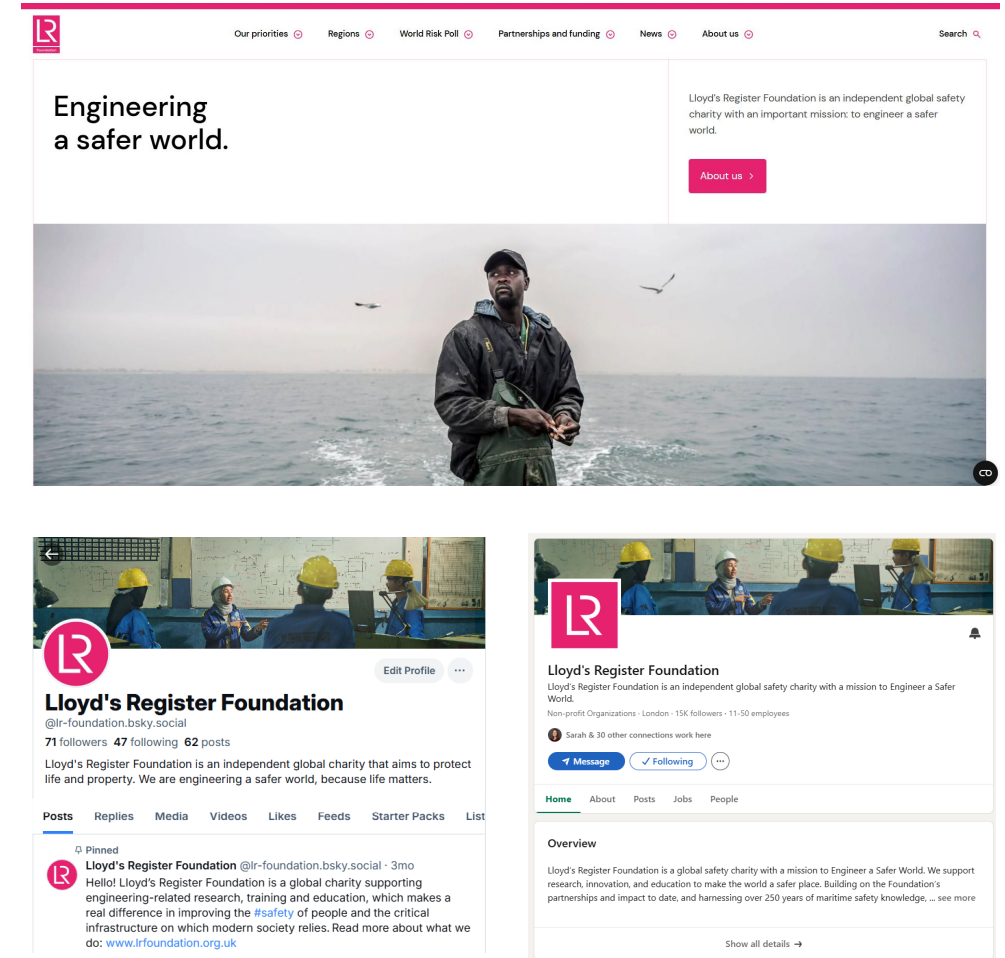**LinkedIn:** https://www.linkedin.com/company/9192536

Step-by-step guide

Step 4: Test the link

Click on the link you created to check if it works. The link should take you to the relevant page on the Foundation's website. The other two links should take you to the Foundation's social platforms.

Step 5: Publish your page and notify us

Once everything looks good and your link works, publish your webpage with the new backlink and notify us.

Contact

Should you have any questions or need any advice about backlinking, please contact:

susana.wheeler@lrfoundation.org.uk