

Linking Information

Linking to/from the Picture Research Association

Links may be provided for / accepted from enterprises and individuals in media sectors related to ours, or for services directly related; provided that we mutually agree this will benefit our visitors.

The PRA reserves the right to decline entries.

Put a link on your site to us, and we'll link back to you, given that we find this acceptable. A reciprocal link is preferred; however, if you cannot or prefer not to put a link to us on your website then please enquire regarding alternative arrangements:

webmaster[at]picture-research.org[dot]uk

[please correct the email address by applying the usual conventions]

Please note these important points

The PRA is an important authority site and we maintain that position by a quality policy. Our link policy aligns with this. Therefore please note:

1. The Links page (or any other) that you place our link on must be linked from your website's front page.
2. Other links on that page can only be to quality resources, and preferably in the picture, photography, publishing, editorial, or image software areas. We will not entertain a position on a 'general' links page if it also has links to low-quality resources.
3. You must place our link FIRST - before asking us for a link.
4. Your site must not be rated red (inappropriate / low quality) at the WOT resource:

www.mywot.com

The procedure is:

1. Put a link to the PRA (to any page of your preference please, not to the domain name / front page) on your website.
2. Write out the header and text for your own link. Make sure it does not over-run.
3. Send us your link text, and the location of the link to us you have put up.
4. Get in touch if you want to discuss having a logo, or not providing a link to us.

5. Read the details above carefully - it will save time.

Please do not contact us if you have not followed these conditions.

Format

We use and prefer the 'anchor text' format. This means that the linked initial heading is not normally the website URL, but instead the website's title or a concise descriptive phrase. This has two advantages: visitors derive a better understanding of the site's name or function from it; and it is superior for search results, to the benefit of your website.

Important note

Please adopt a flat, accurate, journalistic style for your listing, avoiding superlatives and hyperbole. If you do not, we may have to edit your link text. Statements to avoid include: unique; the largest; the best; the only; fabulous; unbelievable; etc.

Your link on our page

Please look at existing links to determine the best way to word your link. Always use the anchor text format if possible because it will conform with others, and give you the best link value. We will need this information:

1. Anchor text (the link heading, normally your site's title).
2. Up to three lines of copy about who you are and what you do.

This can be a maximum of 240 characters including spaces. As a rough guide, this is around 40 words total or 12 - 14 per line. If you overrun, we will edit it.

3. Website URL (address) to link to.
4. Name.
5. Company.
6. Email address.

7. Comments / other info.

If you would prefer not to provide a backlink, please contact the webmaster.

If you would also like a logo included, please contact the webmaster. The logo can be a maximum of 260px by 80px, and neither of these dimensions should be exceeded. We normally find that a .gif is the best format, since it gives the sharpest reproduction at that size usable by all browsers - especially if there is text in the logo.

webmaster[at]picture-research.org[dot]uk

Our link on your page

Here is our required link text; we would prefer this format (anchor text) if possible.
Picture Research Association

The PRA is an organisation for media professionals involved with images. Among many services for members, publishers and employers are a magazine, bulletin, and a freelance register for those seeking work.
...and the URL is:

<http://www.picture-research.org.uk/links.html>

-or-

<http://www.picture-research.org.uk/photolibraries-links.html>

Please note that we would prefer a link to one of our links pages (or any other page you prefer), rather than to the domain / home page.

The Picture Research Association

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