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Chamber Connection



KILGORE
AREA CHAMBER OF COMMERCE

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Y'all, We Are 90!



Jill R. McCartney, IOM, CCEO-AP
President & CEO

On February 27, 1931, 3 men (J. Malcolm Crim, Roy H. Laird, and Ben Laird) by virtue of the laws of the State of Texas, and Gregg County, voluntarily

associated themselves together for the purpose of forming a private corporation, the Kilgore Chamber of Commerce.

The purpose for which it was formed was for operating a Chamber of Commerce for the town of Kilgore, for the purpose of disseminating business information and to generally promote the interest of trade and the increase of facility of commercial transactions and to maintain and provide suitable rooms for the conduct of said business and to do all things necessary and appurtenant thereto.

The term for which it shall exist is fifty years, and here we are in our 90th year. Kilgore's rich history, as you know, truly began in late 1930 with the

Lou Della Crim #1 came in with more than 20,000 barrels of crude oil per day.

As the community changed and grew, so did your Kilgore Chamber. We have evolved into the Kilgore Area Chamber of Commerce, our new name and logo launched last year as we also moved into our new space at the Bill Adamson Business Center, 1108 N. Kilgore Street, formerly Sabine Pipe. We have a fantastic new logo that incorporates exactly who and what we are. We added Area to our name to assist in broadening our reach to smaller areas that do not have chamber of commerce representation in them. More members mean more connections for our current list of members which generates more customers for everyone.

In 2020, we drastically changed from our typical course of action and went directly into COVID-19 mode to support, inform, and be a resource to our community. As we are jumping into 2021 and it being February already, we are still dealing with the COVID-19 pandemic and will be for months (or years) to come. Your Kilgore Area Chamber of Commerce will continue to be a resource for the business community in the Kilgore area to use in navigating the current health directives

and possible government assistance that may be available.

90 continued on A6



How to Get Backlinks and Why Your Local Business Needs Them

The importance of links is still relevant. Search engines use links from other sources to your website as an indicator of quality content. While it's not the only indicator, it is an important one.

Your business website needs links to show the search engines you're loved by others. But not all links are of the same worth. Here's how you can get some great links for very little effort.

Siding, there were link farms and sites that offered to link to your content for money. It was lucrative for everyone involved but that practice has ended. Google grew wise to it.

Now it ranks links by the credibility of the website. A site like CNN that linked to your website would bolster the importance of your content in the "minds" of the search engine. However, you don't need a site like that to get good vibes from the search engines. There are a lot of easier options out there such as the following:

GOOD WAYS TO GET GREAT LINKS

If you want good quality links back to your content, try these easy solutions.

1. Chamber of Commerce. Your local chamber of commerce probably has excellent credibility from a search engine prospective thus making it the perfect place to get links from. Whether it's a listing in their directory, a mention on their website, a link to your business as a sponsor, or a guest blog post with attribution, as long as it's not a "no-follow" link it will help you improve your credibility to Google. Ask your chamber about link options. You might be surprised by the variety of ways they can help.

2. Referable Content. Very few people will link to your content if it stinks. You want to create content that people will find value in. Consider producing a reference guide that people could use when shopping for your product/service or a checklist or calculator that people would want to come back to. If you create something like this, writers creating articles on your topic may refer others to the tool you've created or the advice you've given. In fact, long form content receives 77% more links than short articles. A couple of good, well-researched long form pieces can be all you need to garner good links.

If someone asks you if they can use your content or a quote from it, always ask for an attribution with a link back to it. Also, if you have a keyword alert for your business (and you should have those set up), or you come across someone using your work, ask that they give attribution with a link. Most people will accommodate you. If you read an online article that you believe could benefit from your expertise or a link to your article or resource, don't hesitate to reach out to the author. But be specific about what your piece could add to theirs.

3. Business Associations. Business associations or industry magazines are always looking for content. If you've created something you are proud of, pitch it to your industry magazine. Ask for the link.

4. The City. During COVID, a lot of cities have created business pages to help visitors know what's open and what's not. Ask to be included and ask for a link. Make sure it's not a no-follow link.

These are all easy ways to get credible links. If you want to know more about how Google and other search engines weigh links, www.smallbiztrends.com/2021/01/are-back-links-dead.html

The "Male" Room

The Male Room is an all men's event at the Kilgore History & Art Center at the Old Post Office.

SATURDAY, MARCH 19, 2021

6:00 - 10:00 pm

200 South Kilgore St. | Kilgore, Texas

\$75/person

Includes: Heavy appetizers, Complimentary Beverages, \$50 Poker Chips
CASH PRIZE

Reservations need to be made by **MARCH 15TH.**

Only 100 TICKETS AVAILABLE RESERVE AT www.KilgoreChamber.com/events
903.984.5022 or LMorgan@KilgoreChamber.com



Top Prize: \$500 cash

Tournament Structure: No Limit Hold Em' (Meaning there isn't a max bet). Each Person Starts with \$50 if Cguos (You can rebuy in until 9p, \$20 for \$50 worth of chips). Deakubg starts at 7pm, Little Blind is \$1/Big Blind is \$2. 8pm Blinds go to \$2/\$4, 9pm we will consolidate tables and go to \$5/\$10 Blinds.

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