

Link Building Tips, Hints And Procedures

Link building is all about getting traffic.

Links, whether they are free or paid, are the mechanism through which people find your website.

Links, of course, help you with your search engine position. And search engines are about getting traffic from search engines..

Actually a link from a high powered authority site will often bring you more traffic and good customers than you will get from the search engines. So don't just focus on search engines. There are many other ways to build links that will get you traffic.

As you build links, **ALWAYS**, remember that it is your purpose to get traffic and not simply to get links. If you go about link building with this in mind, you will save time, money and be more successful in your efforts.

Approaching link building this way helps you with the search engines because if you develop a link program that is designed to get you traffic you will find that you are linking to sites that are relevant to your niche. And that is what the search engines want. They want links from sites that are focused in the same niche as your site.

Link Exchanges And One Way Links

You are likely to receive many requests to exchange links. Before you enter into an exchange with another website you should look at that website to decide whether or not it is relevant to visitors to your website. If it is not relevant, simply ignore it. There is very little likelihood that you will get traffic from such a website and it will not help you much with the search engines because the site is not relevant to yours.

Your real interest is in getting one way links into your website. And what would be best would be to get one way links in from authority sites.

The search engines look at the number and quality of links to your site in order to establish the importance and relevance of your site to a particular keyword.

The way that these quality sites, or any site for that matter, link to you is important.

For example, if an inbound link to one of our sites, the “ [MasterPage - All About Poland](#)” uses anchor text that simply says MasterPage, it does not do us very much good for us in terms of traffic. But if the text says “MasterPage -- all about Poland”, then the link gives us some relevance in the search engines for the word Poland. When the search engines see this link they combine the information with links from other sites that contain the word Poland and then rank the Master Page higher for the word Poland. And we are more likely to get a visitor who is searching under Poland.

It is also important to remember that links to only your homepage are not the best for you. If other sites link to your internal pages, You will rank higher in the search engines, and you will get more targeted traffic that is more likely to convert into a sale for you

So, for example, for our MasterPage – All About Poland, we try to develop links into internal sites such as [Poland Hotels](#) Not only does this give us more targeted traffic for hotels directly from the links, but the search engines give us more relevance related to the words “Poland” and “Hotels” And they also then send more traffic.

So when you are executing your link building program, as I explain below, and when adding a web site address to your blog post or article etc., be sure to use page addresses of internal pages. These are more helpful than links just to your main page.

Content Is King.

The content in your website will actually be the determining factor in your ability to get search engine position and to get links from other websites.

If you have good content, have something interesting to a particular community, are focused and provide information that other websites think is important, they will give you links. And they will give you one way links which are the most important links that you can get.

So as you start your business and start your website, the first thing you should do is plan the content that is going to be in that site. It should suit the particular keyword focusing on the niche that you have chosen.

Like a race, much of your success depends on the start. Your initial content is the start.

And if you have a website now, take a hard look at the content. Is it focused or is it all over the place?

And if you are not getting links from other websites now, perhaps you should do an honest analysis of that content and rework it as well as adding more.

Only after you have a good base of content, should you get on with link building, because without content you have little or nothing.

Things that you can build into your content offering include, but are not limited to, the following:

Authoritative Information -- Provide tips, hints, useful information that people don't find elsewhere and any other information that you think might be interesting.

When you write this information, try to focus on one particular thought or keyword for each page.

And if you are concerned that you are not a good writer, outsource this to a service such as a [Get A Freelancer](#) where you can get pages written on topics that you wish for as little as five dollars per page.

News -- People want news. They will always go to a good news article. And good news articles attract internal links.

News can be local, regional, national or international. And it can be about a particular product factory or any other subjects that will get people's attention.

Tools and Resources - Build a page with links to tools and resources related to your market niche. Webmasters tend to like tools and resources pages because it is good content for them to link to. So they will often give a link to that resource page.

Widgets -- A picture, award, a membership button, or a tool that people can embed in their website with a link back to you.

Content building may seem like a lot of hard work. But it is the foundation. No content means no links. And no links means no customers.

If you don't want to do it yourself, outsource it and get on with doing something else. [Get A FreeLancer](#)

What Links Do You Need To Be Able To Compete?

Before you start a link development program one of the first things you should do is analyze the links that are coming into webpages that you consider to be your competition.

You can do this by using such tools as the [Backlink Checker](#)

Analyze the links to your competitors sites and decide on the best approach for you to get links from those sites.

Blogs and Blog Feed Directories

Having your own blog is one of the fastest ways to get your site not only indexed in the search engine but also to get noticed by other blogs and directories such as Technorati, Google Blog Search and Bloglines.

A blog can generate links to your site extremely quickly and you can be indexed in the search engines within a few hours.

It is not hard to set up a blog. And it is very simple to maintain.

By using free services such as Fantastico and Simple Scripts (provided free by website hosts such as [BlueHost](#) and [Lunar](#) you can set up a blog with two clicks. It is then a matter of adding content and modifying the appearance of the blog to suit your site and personality. You can see how that is done at [How To Set Up A Free Blog](#)

If you use a WordPress Blog, every time you make a blog post it pings the major directories, search engines and services and immediately they know that you've added new content.

Blogs can also be used for mini businesses as well as developing traffic and links to your current website.

There is a lot of information about blogs for business at [All About WordPress Blogs and How To Use Them To Make Money](#)

Directory Submission

Submission to directories is a fast and easy way to get links. Some directories require a payment. Others are free. Some require a link back to their directory.

It is effective. And, if you do it manually, it can be very time consuming

Here is a page that lists directories to which you can submit. [Free Directory Listings](#)

To save time, you can purchase automatic link submission programs. They automate the process and save you a lot of valuable time. Some directories, however, will not take submissions from automatic submission program.

So do it manually. And to save time, you might find it better to outsource this effort. You can have your site manually submitted to hundreds of free directories by using a service such as [Submit Edge](#) or [Get A FreeLancer](#)

In any case, here is a link to a popular directory submission program called [Directory Inclusion](#)

Here are some important paid directories.

Yahoo requires a payment. But if you set up your own WordPress blog and make regular submissions to your blog, the blog will automatically ping when you post and you will find that you end up in the Yahoo directory free. Watch the video tutorial about [setting up a free WordPress blog](#).

Here are a couple other paid directories that you can consider.

<http://www.business.com>- \$199

<http://www.stpt.co> - \$99

<http://www.exactseek.com> - \$12

<http://www.qlbr.com/business-register> - \$4.95

Local Directories

Local directories are a very important source of traffic, links and customers.

There are likely to be directories for your town, your city, your region or state, your country, and your market segment. There might be some local business directories, a Chamber of Commerce or a local business club or promotion organization.

These directories will probably benefit you more than the typical directories to which most webmasters submit because the local directories are generally

authority sites and they carry a high trust rank with the search engines. And because people tend to look locally for a place to buy or local information, you are more likely to get highly targeted traffic from these directories.

This is where you can excel by taking a little time and looking local yourself to find places that will give you a link.

Additionally, you might find that many businesses in your locale that will give you a link if you tell them how linking to you can benefit their visitors. .

Go local. It is extremely important both for sales and for links.

Article Writing

This goes back to the beginning. Content is king. **Articles are content and articles will get you back links.**

Of all the methods mentioned so far, professional marketers most often recommend article marketing used in conjunction with a blog set up as a website. See the video at [How To Make A WordPress Website](#)

When you submit to the article directories not only do you get a back link from a directory itself, but many people go to the article directories and look for items to put into their newsletters. When they use one of your articles, you get a back link from them.

This is an extremely good way to get other people to do the work for you. If you write a good article, you can get hundreds of back links from just that article.

It is because of this leverage that most successful marketers keep article marketing at the top of their list.

Article marketing can be done very easily. You can use ghost writers to write for you.

You don't have to worry about your ability to write more knowledge on a particular subject. Many marketers go to the freelance boards and find ghostwriters who will write articles for them to submit over the marketers' names. The cost to have articles written can be extremely cheap. Here is a link to a freelance board where you can find information about ghostwriters. Go to it and look at how incredibly cheap it is to have articles written. [Get A Freelancer](#)

But you might want to do write the articles yourself.

If you do want to write them yourself, here is a recommended book that covers article writing and marketing in-depth. [Article Domination](#)

Once you have your articles, you have to submit them.

So that you are sure to get the best placement in the best directories, here is starting list of ten of the top directories.

Ezine Articles
Articles Base
Buzzle
SearchWarp
GO articles
Article Alley
Article Dash board
Web Pro News
Article Click
Amazines

After you learn the process, you will see how much time it takes. Then you will step back and think about using an outsourced hand submission service or an automated submission program.

Here is a link to a very popular article submission programs, [Article Post Robot](#)

But, do understand, that some Article Directories will not take automated submissions.

Hand Submission

Follow the guidelines in each directory, or send it out to professionals who will do it a lot faster, better and cheap.

Use your time for more productive things like writing blog posts.

To outsource, here are two recommendations

[Submit Edge](#)

[Get A Freelancer](#)

News Article Submission

News gets links. And you can get links back to your web site by submitting a news article to a news service. In that news article you include the typical authors box that you include for any article directory submission.

You get very high quality links this way. And you can get some extremely high traffic from these news sites.

Here are some:

[Real Clear Politics](#)

[Real Clear World](#)

[InstaPundit](#)

There are many, many more.

And if you are not a writer, you can submit news leads and still get a link. Here are three good services.

[Lucianne](#)

[European News Review](#)

[Polish News Roundup](#)

News lead submission is easy, fast and effective.

Forums and Community Links

In many forums you can post a link to your website at the bottom of your post. You will find however that these links are not good for search engine position in their own right because in order to prevent the use the forum moderators do not pass any page rank back to you for the search engines. In the link back to you they place what is called the no follow tag some search engines, such as Google, interpret this as a link back to a site that they do not trust. Some search engines ignore the no follow tag.

But you can get direct traffic back to your site. And when you get to direct traffic back to your site is possible that some of these people will eventually link to your site in a way that helps you with the search engines.

So do be sure to participate in the forums with the intent of getting traffic to your site. And as is the case with all your building, focus on getting traffic and traffic will end up generating links for the search engines.

By focusing on getting traffic you won't waste time on trying to get position in the search engines because a good target focus on traffic will eventually get you much better search engine position and you probably could have gotten by focusing on the search engines alone.

Social Media

There are very many social media sites that can help you. Social media bring you traffic directly from the service and can help you with the search engines.

There are some people that are very successful in their use of social media to generate traffic and links.

Here is a list of social media websites that are popular with marketers.

Each of the sites is different but generally with each you have to spend time setting them up and participating sufficiently to drive traffic to your site.

Squidoo.com
Hubpages.com
Twitter.com
Digg.com
Del.icio.us
43things.com

Writing Reviews In eBay

EBay is one of the greatest search engines for buyers that there is. Do not ignore eBay. It will drive you traffic. It will get you links. It will make you sales.

Write reviews and guides for eBay. Link the reviews and guides to your about me page. And have your About Me page loaded to drive you traffic.

The information about writing guides and reviews in eBay is in the eBay site at <http://pages.ebay.com/help/search/writing-guide.html>

And then, of course, if you have good content, you will get links. Plus more sales, of course.

For more information about how to use this to your advantage, get a copy of the book Underground Auction BluePrint. Here is a video review of the book. [Review Of Underground Auction BluePrint](#)

Paid Links.

When considering paid links do not forget that if you purchase a link, your intent should be to get traffic. That is simply because some search engines, such as Google, do not recognize paid links for search engine position.

Be careful of the many link brokers and search engine specialists who tell you that they will get you links that will get you to the top of the search engines. They may use techniques that will ultimately end up with you being penalized by the search engines.

But there are some paid links and services that can be beneficial.

Charity sites generally have a high trust rank with the search engines. And you can use this to your benefit by finding a charity site that will give you a link back to your website for a donation. Yes, these are essentially paid links but the search engines support charity sites and donations to them will help you.

[Linkvana](#) service that will get you oneway links.

You might pay someone to write and review of your websites and have it in their blog or website with a link back to yours.

You can also write a review of your website or product and pay someone to put it in their website with a link back to you.

In addition to the many blogs that you can find on your own, you can use a service such as the one at [Review Me](#)

Press Releases

Press releases can be powerful traffic driving and search engine improving tools.

You can send your press release out yourself or you can use one of the paid press release distribution services.

Here are some free services

www.i-newswire.com

www.prlog.org

www.przoom.com
www.openpr.com
www.pr-usa.net
www.seenation.com

And here is a well regarded paid service. [Press Release Services](#)

When sending out press releases, think local. You might find local people more interested in publishing your release than the majors that get inundated with releases every day.

You may have a local radio station, television station, or newspaper with a website. Contact them directly and you may get just the links that you need.

And by the way, they may be interested in any news items that you can provide.

Summary

As you see there are many things that you can do this to develop links to your site.

If you're working alone is not possible to do everything that we have above because it just takes too much time.

If you have limited time, like we all do, is best to set up a WordPress blog (remember it pings the search engines every time you post, focus on adding ten to twenty content pages and then adding a new blog posts a couple times a week. Supplement that with article marketing.

Look to local directories and local businesses for links and for places to post press releases and information that will contain a link back to your site.

Keep it simple

If you follow that regimen you will be fine.

Basic Link Development Plan

Set up a WordPress blog. This video will show you how easy it is. [How To Set Up A Blog](#)

Start article marketing. Here is an excellent book. I recommend this because no matter what you do, there is always a learning curve that will cost you time and money. A good book that is right on target will save you most of that time and money. [Article Marketing Domination](#)

The steps in this simple link development plan are most everything that many top internet marketing people do. Stay as focused as they do and you will succeed.

About The Author – [Gary C. Granai, the Director of the Poland Chamber, Inc.](#) is the author of several popular publications related to doing business on the internet. Two of his most read are [The Drop Ship Guide](#) and [Making A Full Time Living Off The Internet](#) For questions, comments or help, contact the author [here](#).

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