

## SEO Meets Marketing: Link Building, Is It For You?

The internet grows exponentially with every minute. Many businesses wanting to engage in the advertising wars played out online are hoping to win over a large portion of their target market. In the process, our goal is to work out the level of intensity of our competition so we can zero in on the most effective strategy to slowly increase the number of users and visitors.

In the hopes of gaining a steady traffic flow to your company Web site, some businesses utilise paid advertising on high exposure commercial portals of the Internet. If traffic volume is already established on these large portals with a proven advertising model, this can be a great way to launch your Web site and start getting traffic immediately. Pay per click (PPC) is another great way of getting instant traffic to your website because this requires no start-up costs at all. The big advantage of this model is that you only pay for the traffic that is generated from the advertisers Web site directly to your Web site.

These two methods of advertising are good when you're looking for a quick boost of direct web site traffic in the search engines paid query results. In direct contrast to organic search engine ranking, you are able to expose your website quickly to a potentially huge consumer market without investing long hours and the associated learning curve for more traditional organic search engine ranking.

Query results in search engines, or the matches found by a search engine to the keywords entered by the user, are important because of the fact that these are the most effective tools through which users try to access information on the Internet. The volume of information existent on various topics is simply overwhelming, which is the reason why people make use of search engines to do for them the dirty work of going through Internet clutter and give them results ranked on the basis of relevance to what they are exactly looking for.

Google states that you must play by their rules if you want to use their services. They are expending a lot of energy ensuring that advertisers create ads with a high degree of relevancy to their advertised Web site. It therefore stands to reason that advertisers who stray from this requirement will be penalised to the extent of removing the advertisers listing from the returned list of search query results. This is to ensure a higher quality of advertised listings and guarantee more useful information will be returned to the search engine user. More relevant search returns; more perceived value in that particular search engine.

The primary aim should always be to provide quality information that is highly relevant and targets keywords that relate to your websites topic. Your seo marketing should always be focused towards studying just what keywords yield traffic and structure your website to meet this demand.

The third and best long-term strategy for increasing traffic to your website comes from the process of link building. Our goal with this method is to obtain back links from other websites that demonstrate to the search engines we have a web site of authority. Back links are simply the term used for getting other websites, preferably of high authority themselves, to provide a link on their site leading back to our site.

Link-building, and being in productive link exchanges, can make or break a SEO campaign to optimize the search engine. It requires a degree of experience and loads of interactive communication in order to make sure that the link does end up published in another website. When this does happen, your website can appear on the search engine more than once-the first is the direct page of the website containing it; the rest are outside access points from links by other pages.

If the primary reason for attaining back links to your website is to prove to the search engines that you are an authority site, then it stands to reason that you must also create the impression of expertise and knowledge with everything that you do. With this impression comes an increase in perceived value and trust. This trust and increased authority will as a result attract more web sites wishing to be affiliated with you. And so the cycle continues...

Another proven method for developing your linking campaign is to review services products and articles on other companies high authority Web sites. When you provide value to another person or business, you increase the likelihood of that business wanting to use your appraisal in their own advertising strategy. If they do, you stand to gain another back link to your own Web site which further solidifies your position as a site of authority.

Prior to canvassing a potential Web site to become your link partner, you should always be considering the suitability of the sites purpose. It would be counterintuitive to approach Webmasters who practice unethical seo techniques, who in the long run would do more harm for your site than good. It is also worth noting that prior to contacting a potential link partner, you should have some clearly defined benefits for why your prospect would want to link back to your site. As with any business transaction, people are more inclined to transact with you if they can see a direct benefit for them.

Make your site relevant and reputable for the best possible link building opportunities. Through effective link building, your business will cut through

the clutter like a beacon in the night. Research your market, seek out possible link associations, offer that site owner a benefit for that Association and watch your site rise. I wish you all the best in business as in life.

### About the Author

Steve Nicel manages Luminous Design, a [web site design, shepparton](#) firm. Specialists in [search engine optimisation and marketing](#), we can help reveal your business to a large audience and grow your profit.

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