

What Is Link Bidding

The Internet is the fastest medium for the transfer of information and commerce that we've known to date. People are continually browsing and searching with search engines and constantly clicking links. It is estimated that the average user only spends nine seconds before their interest is lost and they move on.

As well, the Internet has become one of the best ways for business to reach the largest group of prospects possible, but because of the sheer volume of the possibilities, the need for some kind of business directory has become essential for any size of venture to more easily be found. A relatively new concept called Link Bidding has come to the forefront with these developments.

Small business is especially in need of a small business directory and the Internet allows for a searchable business directory that's just a point and click away from supplying anyone with the information they need. And in cyber space, everything is about how high on the page you rank. This means that Joe's Plumbing Supplies needs to be high on the page when someone types 'plumbing supplies' into a search engine like Google and all the names come up. But how is this done?

Link Bidding is the latest way that the savvy small business owner gets involved even if they just want to be part of a business to business directory. It's not expensive either-to get listed on the right business directory usually only costs a dollar to get your listing on the homepage. As the pages fill up, the cost increases slightly to keep your listing near the front of the site. Link Bidding is a little like advertising in a magazine. The more you pay, the better your ad gets placed.

Link Bidding is also about page ranking. The more people who visit your site, the better your ranking. And, just like cyber space's version of word of mouth, link bidding allows you to place your website in a directory where interested prospective customers will be more likely to click on it. Link Bidding is a lot like the Internet's version of the Yellow Pages.

About the Author

JD Theis is the author of this article on [Link bidding](#). Find more information at www.businessdirectories.com

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