

Top Search Position -- How To Build Link Popularity

You can't really be serious about getting massive free traffic from the search engines if you do NOT appear on the first page of search results. And how do you rank high for your chosen keywords?

There are many things you have to do like ensuring you have the right density of keywords on your page, having your keywords in your meta description tag, title, images and so on. However, of all known steps to high ranking, building your link popularity is the most important. Here are top ways to get high quality links...

1. Piggy-back on sites that have built a reputation by submitting your articles to article directories. This is a very effective link-building method.

Furthermore, you can do it without spending a dime.

The strongest advantage of article submission, from a link-building point of view, is that you determine your anchor text. You decide what your anchor text says and this means that you decide which keywords you get ranked for.

There used to be a time when links from a few articles would do. Not any more. You need to get into the habit of submitting at least one high quality article to as many article directories as make sense each week.

Just make sure you have the right tools for this or you'll be wasting your time and money. Some services help you submit unique versions of each article to each article directory. This increases the effectiveness of your efforts and gets you as many as 500 to 1,000 permanent links for each article you submit through them.

2. Blogging is another way of getting one way links to your main site. Remember that a blog is seen as a different website from your main site.

Therefore, links from it help you build your link popularity.

Lack of money is certainly NOT an excuse to postpone starting your own blog. You only need to have what you want to say. Just make sure it's some useful and relevant to your theme. You can start within a few minutes for free at either blogger.com or wordpress.com.

If you do NOT have the time or inclination to start a blog, you can still build great links from other people's blogs. All you have to do is look for blogs that "DO FOLLOW" and post useful comments with a link back to your site.

3. Unless you've been in another planet, you must have heard of sites like del.icio.us and digg.com. They are social bookmarking sites. When you bookmark your articles on these sites you get a link back to your site.

What happens when others see your pages on their bookmarks and visit? They might also add you to their bookmarks if they like what they read.

These will go a long way in getting you high quality links from these highly respected sites.

4. Web directories are great sources of high quality inbound links. There are free directories and there are also paid ones.

Dmoz is certainly one of the most important directories. However, it does take such a long time for your site to be included. But while you're advised to submit your site for review there, don't stop there.

Search for other directories and submit to them. Submit both to big general directories and smaller niche directories. Just remember that these sites are highly respected and links from them are worth a lot.

You can make your work a lot easier by using a directory submission service or software. It's up to you to decide what your time is worth and how much such a tool or service will save you.

5. Forum posting is one great way of getting high quality links to your site. For your own good, make sure you post useful comments and articles with a link back to your site. Spamming forums won't help you.

The methods discussed are NOT the only ways to get links back to your site. However, they are some of the most cost effective. If you implement all of them diligently, you'll soon start getting oodles of free high quality traffic.

About the Author

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