

How to Get Backlinks to Your Website

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What are Backlinks?

To put it in the simplest terms, backlinks are links from other websites and blogs back to your website. They increase your visibility on the web, help the search engines find you, and help improve your site's performance in the search engines.

Search engines use sophisticated tools called spiders and bots to gather websites to list as search results. These technological marvels crawl not just website content but also inbound links (backlinks) to websites. The more inbound links you have pointing to your site, the more important your website seems to the search engines.

Now you may be thinking that you can just go to hundreds of websites and post a link back to your site. But in the grand scheme of things, this is not always a good idea. Those bots are smarter than you think. They evaluate the types of backlinks you get and poor quality links may backfire. For example, let's say that you are just beginning and are trying to establish yourself. You go to other sites and ask to exchange links with them for free. Some are readily eager so you do it. As it turns out, these sites are offensive, plagiarize content and don't know the first thing about keyword optimization. Now, all of these things won't be true at the same time, but it goes to prove a point. A poorly kept website or even a troublemaking one can lower the quality of your backlinks and cause your site to lose favor with the search engines. What you want is backlinks that are of the same or preferably better quality as your site.

Getting quality links can take some time and effort, but it's well worth it.

How do you determine quality? One way is to look at a site's following. Do it have a lot of readers? Are the articles rated on the first page of search engine results? Is the site well known and reputable?

It's also important to keep your links within your chosen niche. While there may be some gardening websites with a high search engine ranking, linking here won't do you any good if your website sells crafting supplies.

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Here are some of the most important criteria to consider when approaching the subject of backlinks:

- Choose similar or better quality websites to use for your backlinks
- Choose websites and blogs with similar topics of interest as yours
- Ask friends and family members with quality websites to exchange links with you

And one other tip I always keep in mind when placing backlinks (or doing any other type of search engine optimization) - always keep your intended audience in mind. Even though you may embark on a backlink campaign primarily for search engine benefit, real people will be seeing your links as well. Make sure your links and landing pages are of interest to your audience and provides them with quality content. The combination will produce better results than just focusing on the search engines.

Article Marketing for Backlinks

Many people overlook article marketing as outdated, but it gets the job done and in the simplest fashion. What you want with a website is traffic and credibility. With so many websites and blogs all clamoring for attention, having a terrific reputation goes a long way. The written word will not be trumped no matter what anyone predicts. Article marketing has an important place in your marketing plan and adding links to all your articles (or resource boxes) multiplies your chances of success.

Article marketing lets you share quality content with other online entrepreneurs and writers. When you submit to article directories, others can view and use your content. You get the all-important resource box to lead others to your online headquarters so that they can see more of you. Some article directories will also allow links in the body of the content.

Articles in directories and on other people's websites are also ranked by search engines so consider using keywords to enhance your rankings. Carefully selected keyword phrases that appear naturally several times will help improve your rank for that term. Just don't overuse keywords; search engines frown on over-stuffing. For a 450-word article, use your keywords no more than 5 or 6 times.

Whenever possible use keyword anchor text rather than simply words like "click here." For your resource box, include catchy and enticing words. You will end with a link to your website, but this can be masked with anchor text as well instead of just the usual website address.

Again, remember to keep your target market in mind when writing and don't just write for the search engines. Make sure to provide quality, well written information so other webmasters will want to use your articles on their sites and so that readers will be interested in your

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resources. But don't give away all of your secrets in one article. If you tell everyone all they want to know, why will they want to click and visit your website? Give them a taste of what you can offer. For the rest, they will have to make use of that link.

Resource: Need more in-depth article marketing help? Get "Easy Article Marketing" at <http://www.clicktonow.com/moms/article-marketing.html>

Want More Backlinks? Try Guest Blogging

Blogs are fun ways to get your expert information into the hands of others. Also, if you have a business website, blogs are useful for communicating with customers and prospects. If you don't have a blog yourself, consider guest blogging for others.

If you have written content for your site, then you can write a guest blog post. They are usually shorter and slightly less informative. That doesn't mean that the quality of the post isn't good, it just means that the surface of a topic is touched upon so that the reader will look forward to future posts for more information.

The field is wide open for you. Start by blogging on topics with which you have at least a passing familiarity. As you establish yourself as an expert in your business area you may find others start asking you to guest blog for them.

Choosing the quality of your guest blogging venues is as important as choosing the quality of your backlinks. Always go forward and not backwards. Start with friends and business contacts. The super busy folks that are familiar with you won't usually pass up an offer to have someone else blog for them.

An intimate knowledge of the blog topics gives you an idea of what topics will work and which ones won't. Try to choose a topical area where you can write a series of similar articles. For instance, choosing a 4-part post on constructing email templates for your affiliates is easier to manage than four different post topics. Besides, your readers are sure to come back for more of the same.

Before you submit your guest blog posts, ask the blog owner about any special formatting they require and whether they allow contextual linking. Some blog owners may say yes to contextual links and others will just offer you a bio box. Take either one and use it to your advantage to create quality backlinks.

Be sure to check back on your posts and interact with those who comment. Getting to know your audience will increase their trust of you and the chances that they will click on your link and head on over to your website.

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Well placed guest posts not only provide good backlinks, but they can also bring traffic to your site, and help improve your online expert status.

We're always happy to have guest bloggers at the [Business Opportunity Connection](#). [Contact me](#) with your post ideas

Resource: Nicole Dean went on a "Blog World Tour" in the summer of 2009. She shares here successful experience in a how-to guide that shows how being a guest blogger can increase expertise, exposure and profit. Learn more and claim your copy at <http://www.irepnetwork.com/go/blog-tour.html>

Social Bookmarking Can Multiply Backlinks to Your Site

Have you ever shared a link with someone else? You read something that was so incredible or informative that you had to tell others. Social bookmarking can help others do that very same thing for you.

Maybe you have seen all those cute little icons at the bottom or middle of the page on websites and blogs. What are they? They are links to social bookmarking sites. When you bookmark something, you want to be able to come back to it later without a lot of trouble. These sites allow you to submit articles that are ranked by other members. Content that is ranked high has a chance to be featured on the front page to gain even higher visibility.

To get the ball rolling, you can sign up for these accounts for free. Two of the most popular are Digg.com and Delicious. There are many others, some of which are listed on our blog at <http://www.irepnetwork.com/blog/134/social-bookmarking>

On your website, you can then post an icon for these social bookmarking sites. Readers who are members also, can click and post your article there.

You can be proactive and post your article there as well, with links back to your website. If your business associates and friends are also members, they can vote for your articles and you can do the same for them.

Here, quality does count. Votes will be cast for the best content that meets the needs of your peers. You can achieve a high status here for consistently great performances. That, in and of itself, can multiply your backlinks as everyone will be looking for your latest creation.

So, what are you waiting for? If you feel that your search engine ranking is not

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what it could be, it could be your backlinks or the lack thereof. Social bookmarking can help catapult you onto the front page of Google and Yahoo when you and others submit your content on those sites.

Consider Paid Linking Services

We've covered several methods of creating backlinks that don't cost money to use. Methods such as article marketing, social bookmarking, and guest blogging are effective, but they take time to get established. If you are looking to drive more traffic now, then you may want to look into paid linking services.

Paid linking services speed up the process of finding good quality links for your website. It works this way. You pay a monthly fee to “rent” a link from another website. These websites will be ones that are of high quality and rate high on search engines. You can acquire paid links by using a paid link service or by approaching a website directly.

Most people will opt for the first one but you must be careful. Search engines like Google are cracking down on paid links. To them, paying for a link doesn't demonstrate that your site is creating a quality backlink. The website “sponsoring” you may never have known your site existed before you asked for their links. On the flip side, sites that have worked hard to build their brand want to share the good fortune, so why shouldn't they get paid for it?

Internet marketers suggest that if you use a paid link service, don't go with the overt ones. Try text link ads that are integrated into the body of the content and are harder to separate from other hyperlinks.

You can also go to a company website and petition them for use of their link. They may say no or ignore you altogether. You can make a reasonable rental offer for their link and they may accept or not. But, you won't know unless you try.

Using paid links is one way to get the ball rolling on your traffic situation at your website. You can use paid links in combination with other methods to see which will bring you more traffic and more sales.