

The Importance of Links

By Chris Falck

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AUTOREPLY2U <http://autoreply2u.co.uk>

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New Search Engine Ranking System -- Is Your Web Site Ready?

Some major changes have been taking place which will affect how a web site is ranked in the Search Engines.

There is a new ranking system that is now being used that will track and rank sites according to the number of links pointing to it.

Not only is the number of links considered, but the quality of links is considered as well. Besides this web sites are ranked by keyword relevancy, meta tags, title and text, as well as the overall link popularity and relevancy.

These changes mean that marketers will have to adapt to achieve high rankings. Having quality links to a web site has always been an effective way to build traffic, but now has become a necessity.

A few links from related high-traffic web sites will dramatically improve your traffic. The more high-traffic links you have, the more traffic you will get and consequently the higher your web site will be ranked if you submit it to a Search Engine.

If you have a quality web site, the chances are you're already being linked to and maybe aren't aware of it! However, these may not be as targeted as you would like so find targeted web sites that may be interested in exchanging links with you.

A targeted web site will have similar content to yours, but it won't be a direct competitor. A good way to find these web sites is to visit a Search Engine and type in one of your keywords and visit some of the top ranking sites and gather information such

as, the owner's name, email address and a little bit about the web site.

Next, contact the owner personally and discuss a link exchange with them. Make sure you use the information you found on your visit to the site, use the owner's name, web site name and what you liked about his site. In addition, tell him why you think a link exchange will benefit both of you. Tell them a bit about yourself and let them know your web address.

About 80% of all web site traffic originates from the Search Engines. So it is well worth your time and effort to develop as many links to your web site as possible. Not only will these links bring you additional traffic, but you'll increase your ranking in the Search Engines.

If you visit a web site and find it to be a great resource, show your support for that web site by giving them a link. By supporting your favorite web sites, you can show your appreciation for all of the hours and hours of hard work that goes into developing the web site and help ensure it will be there the next time you visit. Without your support, many of your favorite web sites may not be there in the future.

If you would like to link to AUTOREPLY2U visit the link below:

<http://autoreply2u.co.uk/linkinfo.htm>

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