

# Think Again...Link Trading Does Work!

By Jullianne Whitney

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By Jullianne Whitney, Netprenews.Net

So you have a great site and you are surfing the Internet finding all sorts of sites to place Classified Ads, and Search Engines to submit to. Now I am going to tell you how one of my Websites got listed in ALL of the MAJOR Search Engines.

I do agree that submitting your site manually to Search Engines is an excellent start for promoting your Website and gaining recognition, however, you may not be listed for quite some time, in some cases, not at all. What am I getting at? Ok, I'll cut right through the chase.

Trading links (Reciprocal Linking) is far more effective than you think! When I did a Search Engine check on one of my sites, I found not only was my site listed in the major Search Engines, but multiple times! I realized that is the result of the efforts I put forth to swap links with other sites. You can do this just as easily, here's how:

Begin by logging on to one of the Search Engines. Do a search to find sites of similar content to yours(of course try the ones at the top first) and go to the site. Check the site for a links section and if they accept reciprocal linking, do it! If you can do this on a couple of sites per day, you will be doing great!

Remember that Search Engines "spider" sites. In addition to linking your site to other relevant top sites, make sure your meta tags are effective. You can check your meta tags and Search Engine rankings at the following places for free:

<http://www.bravenet.com>  
<http://www.freereports.net>

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