

Link Exchanges - What can they do for your business!

By Martin Lemieux

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For those of you who don't know the definition:
Link Exchanges are 2 links back and forth between 2 individual companies that have linked to each other.

What is the purpose?
To build "link popularity" within Search Engines!

How Does That Work?
Well when someone types in your business within search engines, you will get 2 types of results.

- 1) Your optimized site & related topics listed by you into the search engines.
- 2) All the links back to you from other sites listed within the search engines.

Number 2 is the important one for this subject:
If your site is NOT "optimized" for great search results, a popular link could do just the same.

"Optimized" - Look for articles on "Optimizing your site for search engines"

Martin, PLEASE TELL ME MORE!!!

Well, let's say that 80% of your visitors come from search engines. And let's say that the search engine just all of a sudden deleted you out of the engine! You will still get people coming to your site and searching your site with great link popularity. All the links back to you will STILL be listed in the search engines!

Commercial Break:

Smartads will link to you if you link to us!
For more info: <http://www.smartads.info/links>

Many professionals believe that you should only link to companies that have related discussions or information as your own! Me, always being the impartial one, I still try promoting link exchanges from all walks of life! You never know who will see your link and where!

It's not only good for search engines! Huh?

That's right, many link exchanges come from privately owned businesses, probably like yours. With this into account, once a visitor is satisfied with browsing the site, they may look for other resources! If you have links to your site all over the net, there's more of a chance some people will see it and visit your site!

Please Note: When giving other companies your description of your link (Company Title) please make sure to be specific on your sites information!

Here's an example of our text link:

Smartads Information Centre
Canadian Entrepreneur Advertising Resource Centre!

That's it!

Here are a couple of companies that promote link exchanges between all kinds of other companies:

- <http://www.linkpartners.com/>
- <http://topsiteirectory.net/>
- <http://sdtadvertising.com/>

These are just some examples. They are not listed here as the best there is, just some of the many companies out there!

If your searching for companies to exchange links with, here's a couple of things to look for!

1. Look for buttons or links that say this:
 - Links
 - Link To Us
 - Reciprocal Links
 - Link Exchange
 - Directory (add your site and link back)

2. When looking through other link programs, make sure they say something like this: "Link to us and well link to you" Many sites often only have "Help us promote our site, link to us!" and they don't even link to you!

Not to say this is a bad thing, but if i'm going to link to you, the least you can do is link to me! :)

I hope this article has opened your mind about Link Exchanges!

About The Author:

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Smartads Information Centre
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