

# Link popularity tips.

By Radhika Venkata

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Radhika Venkata  
webmaster@ebooks-world.com

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Link popularity tips.

Link popularity means number of other sites or web pages pointing to your website.

\*\*\*Why link popularity is important?

Link popularity is essential to rank your site high in Search engines.

Search engines that gives importance to Link popularity are:

- ==Altavista
- ==Hotbot
- ==MSN
- ==Google
- ==Lycos
- ==Excite
- ==Northern Light

More targeted your links more targeted traffic you will get. If you are selling gardening tools, the links from other sites that are related to Gardening produces good targeted traffic than the link from site that targets the cooking.

It is not only number of sites that pointing yours but number of 'good' sites that pointing to your page. If the website pointing your webpage also has the same content like yours it is an additional point for ranking.

\*\*\*How to get links?

1. If you find any website with the same content to yours send an email to the webmaster asking a link back. Ask them politely in a courteous manner. Most of them respond well. If they don't think that

they might have their own reasons.

2. You can keep paid advertisements on other sites which offer advertising on their webpages.

3. Write ezine articles and submit to content sites.

4. If you have other sites, don't forget to keep links to your remaining sites.

5. When you give testimonials to other's products include your website URL.

\*\*\*Tips you should know before going for link popularity:

1. Links deeper in the sitemap cannot be traced by search engines. So always ask other websites to link back to you in the first two levels.

2. Email links are not considered as links.

3. Unless you are sure about link popularity generating programs don't join in them. Instead you can approach webmasters and ask for link exchanges.

4. If you are interested put a 'link back' cgi script on your website to invite others for link exchanges.

5. If you don't like offering a link but still want to link from a website then you can offer something else like-

==Free membership on your site

==Free adspace in your ebook

==Free ezine subscription

==Discount on your product

Remember one thing. This is the most sensitive situation. You have to be polite in asking for link backs.

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Radhika Venkata

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