

Link Popularity - How to get inbound links for free

By Billy Fullerton

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Billy Fullerton
bfullerton@summitmedia.co.uk

Summit Media <http://www.summitmedia.co.uk>

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I have read a lot of articles and material on linking strategy, and it has been mentioned that you should be wary of putting a link on a site that has little page rank or popularity for fear of potential damage to your own domain. This is correct only if your sending traffic towards that site from your own by placing a link to them on your links page. It does not go against you if the link is a one way link from them to you!

It doesn't matter if the site is not the best site you've ever seen. Or it has no page rank and very little link popularity. All of that is immaterial. All that matters is it's listed with the main search engines has similar keywords and theme to your own. It is even better if it has one of your keywords/phrases in its title. If you've got that you will get the credit for link relevance and popularity and they will get the credit having a better quality outbound themed link. You and the Webmaster are gaining popularity without you having to place an outbound link anywhere.

For that reason webmasters of lesser sites should welcome placing outbound links to quality websites as it helps rather than hinders them when it comes to search engine placement. It gives credibility to these sites as information resources and the better they rank the more reciprocal opportunities arise for them.

This should be explained to the webmasters when you request a link from them. By doing this you will be helping more people understand what the link building is all about and how to make the best of link popularity rankings no matter what level of website you have.

The biggest majority of webmasters that control websites on the internet today compete with websites that are ranked higher in the search engines than they are no-matter how good their site, so this advice is for everyone to think about. If you can't get a reciprocal link from a higher ranked website within your theme, consider linking to them anyway as it will do you no harm.

A good way of finding these sites is to go to the main SE's armed with a list of your clients keywords / phrases and type in 'keyword + add url'. This will immediately produce a list of directories/ niche directories / portals, vortals and websites that will have a 'submit a site' feature. There are many search terms that will produce potential inbound links for your site.

'keyword + links pages' is another search phrase that is useful to generate sites that will be more receptive to link requests and by using this term you will be given the link direct to the links section of the site. Whether the webmaster will require a reciprocal link is something that you will find out

once you get there. If this is the case you should evaluate the website and decide whether it is beneficial for you to do so.

These listings are a valuable source of traffic as well as helping you in your quest for link popularity. It's free; it's easy so get it done!

Billy Fullerton is the author of the new book, Link Popularity Made Easy which is due to be Published in the New Year,. Billy is the Link Strategy Manager with Summit Media, a UK based customer Internet Solutions company and consulting firm, <http://www.summitmedia.co.uk> He can be reached at <mailto:bfullerton@summitmedia.co.uk>

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