

Link Popularity - Why You Need It And How To Set It Up

By Bob Brolhorst

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Did you know that link popularity is now one of the most important factors in getting your website listed at the top of some of the most popular search engines like Google and Altavista

How To Creat True Link Popularity

If you want your website to be ranked high consistantly and have relevancy with the search engines, then you need links from relavant websites with content that is similar to your own. If you set aside 20 minutes a day to locate and contact other webmasters to trade links with you, your search engine ranking will explode to the top.

Create Multiple Layers Of Links

For some search engines, links to your home page are only just the beginning. Remember, some of your links should be listed in the other pages on your website as well, in order to get the maximum ranking at your internal pages. Don't forget about your FAQ, and your Contact pages, they too will figure in prominintly with you getting your website to the top of the search engines.

How To Get The Links On Your Website Indexed!

So what good does it do if you setup these links if the search engines can't find them? You guessed it, none at all. Consider adding a "resources" page to your website, linked to from your home page, with links to all the individual pages that link to you.

The only way to be sure that the links pointing to your site get indexed, you really need to take an additional step, and set up a second domain and website. Now for most of the small or homebased businesses this may seem exteme from point of purchasing another domain. Just consider it as paying for additional advertisng. The higher ranking in the search engines will more than pay for the

expense of the new domain name.

The way this should be setup is, lets say the name of your primary website is <http://www.primary.com> . Your other domain should be something similar like <http://www.primary-resources.com> with a single page pointing to all the links pages you've set up.

Once you've set up the secondary domain, add a link to it from your primary site's home page, and wait for the search engines to index it. Some of the search engines are a little slower than others at indexing your website so check with each one and find out approximatly how long each one takes. Don't forget to link back to your primary site, but not just to your home page, but any other pages as well. You should submit this additional site to the same directories and search engines that you use to list your primary site.

Remember when you get new links for your primary website to add them to your secondary website as well. Just explain to whom ever is linking to you how the secondary wesite helps both your website and theirs By adding link popularity and helping the links pages get indexed. Any sensible webmaster will gladly add the second link.

Sit Back And Watch

If you take these initial steps today, and commit to a program of link building for 20 minutes a day, your wesite's traffic will begin to grow exponentially. In just 3-4 months, you will see a dramatic increase in your website traffic, of course your traffic will continue to grow if you sitck with building the links to your website.

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