

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

A Beginner's Guide to Exchanging Links

By Suzanne Morrison

A Beginner's Guide to Exchanging Links by Suzanne Morrison

Reciprocal linking is an effective, free way to get more visitors to your website.

Exchanging links with other webmasters can help you in two ways.

Firstly, by getting your link displayed on other websites you are increasing the number of paths leading back to your your own site. This in turn will increase the number of visitors.

Secondly, exchanging links will increase the chances of getting your web page ranked more highly in the results returned by search engines.

The reason for this is that for most search engines, the number of links pointing to a site plays a huge part in determining where that site ranks. Why? Well, wouldn't you be more likely to visit a place that had been recommended to you by a friend? The same reasoning applies to search engine positioning.

A link from site A to site B is like a vote for site B. The more votes that site B gets, the higher it is regarded by search engines.

However, quantity is not everything! A link carries more weight if it is from a high quality site – in the same way that a recommendation from a trusted friend would be taken more seriously than a recommendation from a casual acquaintance.

If you have been reading up on the subject of search engine positioning, you may be familiar with the term "PR", or "Page Rank". Page Rank is Google's way of measuring the "importance" of a web page. In simple terms PR is a number between 1 and 10 and can be viewed by downloading the Google toolbar.

It is easy to become hung up on or obsessed by page rank, but my advice is to try to take your focus away from that PageRank icon on the Google toolbar and focus your efforts instead on building up a good set of reciprocal links. If you do this well, the PR and search engine rankings will come.

So, how do you start reciprocal linking?

The first step is to find other sites that you want to link to. Use search engines and links from other websites to find sites that complement your own and try to request links from sites that you think would interest your visitors.

You can find some linking directory resources to help you with your searching on my

Link Exchange

Directories and Tools

Page.

You may have been recommended to avoid linking with your direct competitors. Whether you do this or not is entirely up to you – the main disadvantage of doing this is the chance of losing business,

whereas the advantage is the extra traffic that you will gain by doing so.

Personally I feel that the additional traffic gained from linking to competitors outweighs the potential chance of losing business to them.

Before you start your linking campaign here are a few tips to help you:

(1) Ensure that there is a visible link to the "Links" directory on the index page of the site you are requesting the link from and that the links directory is organised. It's unlikely that your link will be found by visitors if it is one of the 100 links on an unorganised links page.

(2) Follow the above rules for your own website – it's only fair.

(3) Once you have found a page it is good manners to add a link to your own site before requesting a link from another. This way the webmaster of that site will know that you are serious and will be more likely to link back to your site.

(4) Being highly organised whilst requesting links is also important. Using link management software to keep track of all your link requests and automatically add them to your web page literally halves the time taken to request and manage links.

(5) Keep track of all the links you have requested, either through link management software or in a spreadsheet. Add the URL, date requested and contact information for all the links you have requested and update this everytime a link is approved or declined. This will help you to keep track of your reciprocal linking campaign and prevent you from looking stupid by requesting a link from the same site multiple times.

(6) Use tools to help you decide which sites to link to and to help monitor your own progress. Tools that

I use include

- Alexa Toolbar – <http://www.alexa.com/>
- Google Toolbar – <http://toolbar.google.com/>
- Link Popularity tool – <http://www.marketleap.com/publinkpop>

Finally, set yourself a goal to request a specific number of links per week or per month. Keep going until you meet this target. It may be boring, but once you get into the way of doing this, it will seem like second nature and you will start to reap the benefits in the form of increased traffic to your website!

Suzanne Morrison is the webmaster and owner of

How to Start an Internet Business

. Visit her site

to find out more free ways to promote your website or sign up to her home business tips newsletter by sending a blank email to

homebiz-direct@getresponse.com

Online Networking Through Reciprocal Links

By Judy Cullins

Online Networking Through Reciprocal Links by Judy Cullins

Online Networking Through Reciprocal Links
Judy Cullins c. 2003 All Rights Reserved.

What is Networking?

Networking can make you rich with wealth, referrals and sales. And much more, it can bring adventures, challenges, friends, relationships, and passion. Exchanging reciprocal links is the Online version of networking. Here's seven reasons for exchanging links.

Seven Reasons for Exchanging Links

1. When you exchange links with Web sites related to your topic (product or service), visitors who click your links will already be targeted and interested in your information and products.
2. It's free. Exchanging links is free. The only cost is to hire a

A Beginner's Guide to Exchanging Links

computer, Web master, or virtual assistant to submit the links and upload the links that other people send you. You could be paying for targeted visitors from pay-per-click search engines or ezine ads, but with reciprocal links, it's all free—and you develop great new relationships.

3. You'll increase your popularity because search engines notice links and will look at your numbers to list you Web site higher. You're also getting free targeted advertising.

4. You build up your resource directory with reciprocal links, thus offering an extra service/feature for your visitors as well as advertising your Web site at the same time.

5. Visitors come faster to your Web site when they click on someone else's link page. Search engines can take months to list you. New Web sites can quickly build a flow of traffic through reciprocal link exchanges.

6. Your link is guaranteed and people can always find you

7. When you submit a short description your link is customized, and you should offer the same to your link partners. A longer link

can offer a free ezine or tip and bring far more Web visitors back to your site.

Start your friendly, yet profitable, Online networking today. Just visit a related Web site and ask. Or, notice related email businesses' descriptions and ask for a link exchange.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dream
Bk: "Ten Non-techie Ways to Market Online"
<http://www.bookcoaching.com/products.shtml>
Send an email to Subscribe@bookcoaching.com
FREE The Book Coach Says... includes 2 free eReports
Judy@bookcoaching.com Ph: 619/466/0622

Online Networking Through Reciprocal Links

True Reciprocal Link

Six points you got to keep in mind before exchanging links

Some of The Best Ways To Get Visitors To Your Site

Aiming At The Home Based Business Bullseye

The Ultimate guide to a Multi-Orgasmic Male

The Ultimate Ad Tracking Tool
The Genius Guide to Website Design
Dead Link Bloodhound
Build Your Own Mail Order Empire



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**