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Build Traffic and Value Through Reciprocal Links

By Angela Wu

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Reciprocal linking is catching on in popularity. It's a way for website owners to share each other's traffic, a simple "let's trade links" deal that can help to widen your web audience.

Swapping links can also help you with your search engine traffic. Some search engines calculate the number of links to your site from other sites and use it to determine your ranking. As you know, a better position equals more targeted traffic!

Another way reciprocal links can benefit you is by drawing repeat traffic back to your website. If you offer a high-quality list of relevant links, visitors will return often because they know that they can quickly find what they're looking for.

PROACTIVE LINKING METHODS

One way to approach reciprocal linking is be proactive. You actively search out websites that would complement your own, and send a note to the owner asking to swap links.

This is actually a very time-consuming task. It isn't as easy as purchasing a list of "targeted" and "willing" email recipients (also known as SPAM!) and then blasting out a link swap request.

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It requires research, pure and simple. To find possible link partners, visit any of the major search engines such as Google to find websites that can offer valuable content to your visitors.

Then visit each website individually. Take a few minutes to look around and see what type of information it offers, and whether or not it can add value to your own site. Don't worry that linking to other sites may make your own seem "incomplete" – it doesn't. No one website can cover everything, and a high-quality links directory benefits your visitors by saving them from searching the web.

Keep in mind that website owners may get several link requests every day. To make yours stand out – and to convince him that you're not spamming – be sure to personalize your link request.

Include the site owner's name. Comment on something you've seen on her website. This shows that you have actually visited the site and taken the time and effort to look around. Personalized requests are far more likely to get a positive response.

PASSIVE LINKING METHODS

You can also take a passive approach to reciprocal linking. That is, you basically sit back and wait for others to approach or link to you. This passive approach gives you an obvious time advantage. Some ways to encourage passive links include:

= Put a link on your site that says, "How to Link to Us". Provide the text, banners, buttons, and HTML to make it as easy as possible for someone to think to you.

= Offer a content-rich site. You'll be pleasantly surprised at how many websites link to you just because they like what you have to offer.

Personally, I prefer the passive approach, as I'm sure most of you do. I only actively request links when I happen across an excellent site that I know my audience would appreciate.

But like with all things online, there isn't one "right" way to do things. Success depends on doing a combination of things well. Reciprocal links are one way to steadily build targeted traffic and add value to your site.

How To Request A Reciprocal Link

By Henry James

On the Internet, various webmasters exchange their links for free to generate link popularity as well as targeted traffic on their sites. This exchange of links is called reciprocal linking and it an important tool for webmasters to gain the targeted traffic on their websites. If you are also serious to build up a strong Internet presence, start making requests for reciprocal links. But if you think you don't know much about reciprocal linking and want to learn how to request a reciprocal link, read this article.

First of all you must understand that you can attain much–desired link popularity with the help of quality reciprocal links. In fact for a long–term Internet presence, a strong reciprocal linking is needed to be built by you. Building reciprocal links is a strategy to be devised carefully. And for the purpose, a number of links and quality of the links has to be good enough to make them search engine friendly.

The search engines are capable of distinguishing between the right links and the useless ones. You cannot fool them by linking to all kind of websites. If you are a travel website, do not link to a baby care website. The link will be considered as useless in this case. Do not send a link request to any such website that is not complimentary to your business. Send the link requests to the targeted links websites only. When you make a reciprocal link with a complimentary business website, indexing of links by both of you will readily benefit both the parties.

To request a reciprocal link, first you have to find out the websites with a good page rank. You can get a list of the websites having good page ranks by making a record of their ranking by major search engines. Type the keyword describing the theme of your website. Press enter and wait for the results to appear. The websites with a good page rank should be your target for the link request. Once you have the list of high ranking websites, you can send the request to them in a humble manner. Post an email containing details of your website. The email should also contain the name of the website owner, URL of the website, the theme of your website and email address of the website owner.

How to request a reciprocal link is necessary to be understood for getting correct reciprocal links. You can easily send a link request to the website by sighting its articles on any ezine. Yes, the articles are a great way for link building on the Internet A number of ezines and forums publish articles that are a good source of reciprocal links.

Another important source to request a reciprocal links is the web directories. You have specialized reciprocal linking websites that are available for reciprocal link building with your website. The directories are able to give you the exact websites as the links are divided under certain categories. If you are owner of a sports website, you can enter a search for other sports websites links on the directory. You will be having a huge variety of websites that are willing to link back to you. Simply add a

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link on your website and send a link request to the websites mentioned in the directory.

To request a reciprocal link, make sure the website provides relevant information related to your website on its indexed link. If the website does not have a good page rank but has relevant information, you can send a reciprocal link request to that website as well.

Discover advanced link popularity tools and resources as a Member of:



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