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Getting The Big Picture Series: Part 6—"The Free-Way" #2

By Treci Cauthen

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Is your business suffering? Can't seem to get noticed by the search engines?

You might want to work on your Link Popularity. If you've ever taken the time out to analyze other top ranking pages you would have noticed that they tend to have lots of important content and also links to other related "content rich" websites. Which means when a person visits your site they will be able to find what they are looking for either from you or the sites that you exchange links with.

Some major search engines including Alta Vista and Inktomi are now beginning to take notice of Google's success and are starting to use a similar system. They to are begining to give high ranks based on the popular links pointing back to a sight, along with the text found.

Two popular directories that can give your business a boost would be ODP the Open Directory Project and Yahoo. So do what you can to be listed here.

<http://dmoz.org/>

<http://submit.search.yahoo.com/free/request>

To build your link popularity you need to:

1. have a constant flow of fresh content on your website

http://groups.yahoo.com/group/article_announce

http://groups.yahoo.com/group/publisher_network

<http://groups.yahoo.com/group/netwrite-publish-announce>

2. you need to sign up with sites that offer to exchange links (reciprocal linking)

<http://www.webring.com>

<http://www.ringsurf.com>

3. start writing your own content

FFA's or Free For All Link Pages along with link-share programs such as LinksToYou have no weight in search engine ranking therefore stay away because in the case of link-share programs your site could be black listed as a spammer or worst your site can be banned.

Why is that? With link-share programs what you have is one website that can wind up with millions of duplicate websites that all have exactly the same information and links on them and most of the time a lot links with information not related to your website and the search engines are looking for fresh relevant content.

To check your link popularity, you can either visit the engines and check it from there, or you can use this free link popularity checker. It currently supports MSN, Lycos/FAST and Altavista.

Getting The Big Picture?

Reference

http://www.seo-guide.com/link_popularity.html

Treci Cauthen is a Writer/Internet Marketer. Find Home Internet Business:: Opportunities, Articles and Resources! go to: A

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Getting The Big Picture Series: Part 1 – "Love What You Do!"

By Treci Cauthen

Is Internet Marketing your passion? Do you spend hours of your week brainstorming to come up with ideas enhance your Home Internet Business?

If not I advise you to do a little soul searching and figure out just what makes you tick. You need to become a little more motivated if you're going to make it in this business.

Something has drawn you to try to create a bright future for yourself or you would not be reading this article. Whatever you do, don't give up, keep trying until you stumble upon that "Diamond in the Raw".

Love What You Do

I began in 1997 building websites & signing up with affiliate programs that advertised big earnings with

minimum effort. I spent hundreds of dollars on products and services.

I tried selling e-books, all types of retail products, e-mail lists, and various forms of advertising with no success. But every time I failed I would be drawn in to try again. Every lost dollar I would simply count as a learning experience, nothing beats "practical wisdom". So if you've ever been burned just look at it as paying for your education.

The truth is there are big dollars out here to be made and you must love what you do or all of your efforts will be in vain. It took me seven years to "Get The Big Picture" but it doesn't have to take you that long. There are a lot of informative books and articles out here but the Internet is like one big puzzle.

Love What You Do

Don't try to cut corners, there is no easy way so don't be deceived. If you plan to be a success realize that you must put your heart into what you do. It will be time consuming but far from impossible.

To accomplish your goals you must...

Do Your Homework Put yourself on a schedule Research a few opportunities Learn the basics of building a website Come up with an advertising system Read lots of internet marketing, business and Inspirational Articles

Then you will begin to "Get the Big Picture" and learn to appreciate the opportunity that you have in the palm of your hand.

Getting The Big Picture?

Treci Cauthen is a Writer/Internet Marketing Coach. To read more articles and find Home Internet Business:: Opportunities, Articles and Resources! go to:

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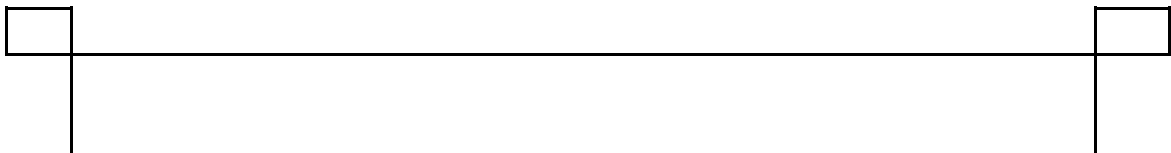
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