

High Quality Text Links!

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**By James Winston**

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Apart from having good content on your website you must have a substantial amount of links pointing to your site from other sites.

This shows search engines that your site has relevance and importance to others.

If you have links from sites with good "PR" ratings and relevant content that makes it even better for you.

The quickest, easiest and most efficient way to get indexed by search engines is to have a link to your site on a site that is already regularly indexed and spidered. Details:

\*The key is that once your site has been indexed the search engines robots will continually search your website for more pages to index.

\*All you need to do henceforth is to regularly add relevant content to your site.

\*Getting your first page indexed is the hardest part.

\*Put some good articles, tips, hints and ideas on your site pertaining to your business and your ranking will improve steadily.

\*You must invest some effort into making your site have some informative value and not just a sales pitch.

Search engines explicitly look for sites with lots of relevant information to give to their readers thereby giving these sites higher rankings.

**What Is SEO And How Backlinks Help In Better Serp's**

## High Quality Text Links!

**By Amit Patel**

SEO is one of the most unnecessarily complicated jobs there is in the internet business world. There are so many "secrets" and "gurus" that offer you the hidden knowledge necessary for top search engine rankings, when in reality, search engine optimization is actually pretty simple.

Search engine optimization, or SEO, can be divided into two parts: on-site SEO, and link building.

On-site SEO is the process of optimizing the content of your pages for a particular keyword or keywords. The easiest way to do this is to use a free tool like WebCEO that will analyze your webpage and make suggestions on how you can better optimize it.

At it's simplest, on-site SEO is making sure that your keywords are found (in the right numbers) in the right places. Specifically, the search engines want to see your keywords in:

– Page titles – Page body – Bold text – Top of page – Bottom of page – Alt text – Text links

Link building, the second half of SEO, is at least as important as on-site SEO, but is often neglected. When search engines look at your site, they also look at all of the sites that link to your site. Each site that links to your site gives your site a certain number of "votes", based on several factors.

So, the more quality links you can get to your site, the higher you will rank in the major search engines. But before you can start gaining links to your site, you need to know what makes a quality link. There are several factors that determine a link's quality:

1 - Anchor text A high quality link will have your keyword(s) in the anchor text, or the clickable text part of the link.

2– Site quality A high quality link is one from a quality, unique, content based site related to your site.

3– Anchor text variation When building links, you'll want to vary your anchor text. If all of your links have the same text, search engines may discount them as spam.

4– Slowly but surely Good things come to those who wait. Building links should be done slowly and steadily. If you build a whole bunch of links at once, you risk the links being discounted as spam by the search engines.

For more great information on Search engine optimization, visit Amit Patel's SEO Firm website:

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