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**How To Fire Up Your Link Popularity**

**By Nicholas Dixon**

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When I first started out in Internet marketing, reciprocal linking was one of the techniques that I was required to master.

Left, right and center gurus were telling me of the importance of having my website link on as much websites as possible. But most did not say how to go about doing it.

After contacting several webmasters with the aim of exchanging links, all flatly refused. Maybe it was because I was on a free host or maybe I was still green in the business.

I tried several different ways but they all had the same result. Nada. Zilch. No links coming my way. Then I found it. The best linking strategy.

It was so simple I could not believe it. And it was right there under my nose. Many successful marketers were using it and accomplishing much. What was that secret weapon ? Article writing.

Writing articles and submitting them to article banks, directories and content sites will increase your link popularity. And it is all for free.

All you have to do is write an informative article which contains valuable information for your target audience. After editing, proofreading and formatting you can now submit it for the world to see.

You can go to most search engines and type in submit your ----- article and you will find thousands if not millions of places to submit to. Choose those that suit your topic the best.

Over a period of time, your work will start appearing on websites and ezines (Electronic newsletters) online. After reading your article, your prospect may visit your website if they are interested.

## How To Fire Up Your Link Popularity

After doing this for some time, you will notice the difference. Your articles will start appearing on websites with your link in the resource box. And soon your link popularity goes up which in turn boosts your search engine rankings.

Writing articles is the ultimate linking strategy. Start doing it today and you may soon find your link on hundreds of websites.

To your success and mine..... ,

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Nicholas Dixon is the publisher and editor of The Roc newsletter. Visit [The Roc](#) and subscribe to receive helpful resources and articles

### **Link Popularity Campaign**

**By Henry James**

You need to create a campaign to be successful in every profession. To increase your link popularity you surely need to trigger a link popularity campaign. Link popularity is an essential tool to promote your website. And website promotion depends on a great extent on the link popularity of your website. Do not get perplexed. Read on further and understand the aspects of link popularity campaign.

The link popularity is estimated by determining the number of quality links to your website. The links can be inbound or outbound. This implies that the links of other websites can be on your websites and other websites can also hold your links. The site that has more number of links is considered to be a better one. This is directly based on the fact that the more number of quality–links you have, the better is your page rank. And, a good page rank always adds credibility to your website.

The link popularity campaigns are carried out by the professional experts who know the best methods to increase your link popularity. Different web hosting companies offer you their services for link popularity. Always keep this in your mind that the campaign you pick for your websites must be suited to your requirements.

Generally a link popularity campaign is the means to gather as many links as possible. These campaigns are designed to get the maximum traffic to your website to achieve a high rank in the search engines. The web search engines consider the incoming links on your website as the greater criteria for link popularity. So the sole aim of your link popularity campaign should be to get as many inbound links as possible.

You have many other tasks to perform. Taking charge of a link popularity campaign is too difficult to be handled by an individual. So just relax and see your site moving upwards in the search engine rankings through a link popularity service provider.

## How To Fire Up Your Link Popularity

They would find quality links for you. The price of each link is pre-decided before the campaign. The deal turns out profitable once you build some really useful links. Though, it takes some time for the campaigners to deliver you a number of quality links. Always keep patience as you will be richer by more links each month. And eventually you would get a great page ranking as well.

Building links via link service providers is also a great way to increase the targeted traffic to your website. They negotiate with the websites and find out whether they want to reciprocal links with you or not.

The campaigners email the posted link sites and ask them if they would like to link back. Some sites link back and some do not. The sites those do not reply or link back are removed from your website. The complete information about linking is given to you from time to time.

The link popularity campaign can very effectively raise the dipping ranking of your website to a better position. With a good link campaign, your website will also run at lesser risks to be dropped down from the list of good sites.

Thus, link popularity is the life line that supports your website. Go for a link popularity campaign now.

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