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How best to use Links

By Clare Lawrence

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By Clare Lawrence 21st August 2003

Introduction

Google is the world's leading search engine and it measures link popularity as a key component of its ranking algorithm, using what is called PageRank.

Read the following quote from Google's advice to webmasters:

www.google.com/technology/index.html

PageRank Explained

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote.

Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query.

So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

How best to use Links

Integrity

Google's complex, automated methods make human tampering with our results extremely difficult. And though we do run relevant ads above and next to our results, Google does not sell placement within the results themselves (i.e., no one can buy a higher PageRank). A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search.

Sites with many relevant and quality links are awarded a higher page rank than those with less relevant and lower quality links. Developing a strategy for improving the use of links is therefore very important if you want a good ranking in Google.

Beware of link farms or link exchange programs Google's advice to webmasters is clear

www.google.com/webmasters/guidelines.html

- Don't participate in link schemes designed to increase your site's ranking or PageRank. In particular,

avoid links to web spammers or "bad neighborhoods" on the web as your own ranking may be affected adversely by those links.

- Don't use unauthorized computer programs to submit pages, check rankings, etc. Such programs consume computing resources and violate our terms of service. Google does not recommend the use of products such as WebPosition Gold™ that send automatic or programmatic queries to Google.

How can I best use links?

1) Directory listing

Get your site listed in the Open Directory Project (Dmoz) which is free - Google uses this site to assist its indexing, it is used by many 100's of other search engines.

Get a listing in the Yahoo directory £199 (\$299) as this the leading directory.

There are many regional and lesser-known directories that are also worth considering.

2) Request links

Start by visiting the open directory, and search using your keywords - you will find the sites listed here are normally already well ranked. Select sites you feel will be open to a link request. Put a link on your site first then ask for a reciprocal link.

Try also using Alexa (www.alexa.com) - to identify highly ranked sites then use their "show links to" feature to identify their backlinks (sites linking in) then approach these too.

3) Promote inter-site linkability

Internal links as well as external links contribute towards Page Rank - a site with a good link structure is also more likely to appeal to potential link candidates than a site with a poor structure.

4) Publish articles

Consider paying professional authors to write articles on your behalf - then submit them for publishing on the condition that a link to your site is attached. This can be a very successful strategy but time and effort is needed for it to pay off.

Conclusion

A good link strategy can greatly benefit a sites ranking on Google - be very careful that your links are carefully chosen as Google is clamping down on abuses of links.

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on clare@discountdomainsuk.com.

Why links count – The power of links part two

By Brian Hart

Do not get penalized or even banned from the search engines find out how not to get banned by your links.

In my last article we talked about why we needed links to your website, in this article we will cover some dos and don'ts.

Thanks to Google and now most of the other search engines there is now a new kind of spam, these are link farms.

Because the search engines now look at link popularity every website designer and promoter went out to get links to there sites, the easy way to do this is to join a linking site, this looked an easy task, but Google then said you will get penalized or even banned if your found to have a link farm.

Website designers and promoters jumped and panicked at this and some stopped all links that pointed out, this was a bit drastic.

The big question is what is a link farm? Or what is now known as Stuffing?

Lets pretend your website sales gold, go with me here Im on a role. You join a linking service and get 1000s of links on your links page and so you have 1000s of links pointing to your website, cool your shore to get to number one now.

If Google now comes to your site and sees 1000s of links, they now will look to see if they are relevant to your site, which sales gold. If your links are for dog food and windows you have a link farm or stuffing.

Only have links like Gold Cleaning, Gold rings, things relevant to your website else you could be penalized or even banned.

You can still have 1000s of links but all must be relevant. Remember to have a link from your main site to the links page.

I hope you found this article of some help. Have fun and play nice.

Brian Hart

Brian Hart also known as Lazerbri has been working on the net for over 15 years, he is a Programmer in HTML and PHP and also flash.



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Impair Healthy Healing In People Over The Age Of 30!