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How to Market Your Web Site with Ethical Linking.

By Gary Nappe

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Your web site's search engine rankings are determined in part by the popularity of your site. This link popularity is a function of the quality and number of other web sites that link to your site. Generally speaking the more quality inbound links to your site, the higher your site will appear in the SE results for relevant search phrases.

Beware of Unethical Link Promotion Firms!

However, many web site owners have employed so-called experts that employ unethical web site promotion tactics. Surely you have received SPAM from some of them touting their unethical services and software. They claim that they (or the software you buy from them) will generate hundreds (or thousands) of reciprocal links for your site, and thereby get your site top SE rankings on your best search phrases.

The sad truth is that their tactics can actually get your site banned from the major SEs! That would be a disaster! It has happened to others, and it will eventually happen to you if you employ unethical tactics.

The Key to Link Popularity and Top SE Ranking

Create a web site with high quality content that is relevant to the visitors you wish to attract (your target market). If you can do this, your site will grow in link popularity organically – visitors to your site will bookmark it and tell others about it.

Webmasters of other sites will voluntarily post links to your site. As your link popularity grows so will the perceived value of your site, and your SE rankings! And the easier it will be for your best prospects to find your site.

Submit Your Site to DMOZ, the Open Directory Project

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DMOZ is a very important directory. It's essential that your web site be listed in this directory! The crawler based SEs appear to have preference for sites listed in DMOZ.

When submitting your site take care to read all the instructions. It's important that you select the category and title carefully. Your submission will be reviewed by one of their editors. If your web site is well designed and contains quality content, it should be accepted. Poorly designed web sites with little original content contribute little value to the World Wide Web and won't be listed.

Contact Authority Web Sites in Your Niche

Use Google, Yahoo, MSN and DMOZ to search for the leading sites in your niche. These may be niche web directories or specific industry and trade organization sites. Avoid phony directories that require a reciprocal link (i.e. Link Farms).

Visit Google

Install the Google Toolbar in your browser. This will allow you to view the PageRank of the web sites you will be visiting when you do the research described below.

Who Links to Your Most Successful Competition?

First note the PageRank of your competition's web site. Then take a look at the web sites that currently have posted links to your competition. Note each site's PageRank and whether these are reciprocal links, or gratuitous links (no reciprocal link). Also note the specific text of the text links used for each link to your competition and the specific page to which each links. This will tell you a lot about their preferred search phrases and their overall link strategy.

Contact the webmasters of these linking sites and ask if they would post a link to your site as well. If the webmaster is agreeable, ask that the text link incorporate "your target search phrase" and indicate the specific page where it should point.

You'll receive many rejections so treat every new inbound link you acquire as an important victory. It is!

Remember, for long-term success, your web site must contribute to the body of knowledge that is known as the World Wide Web. Your high quality content will be rewarded by favored rankings in the SEs and lots of new customers. So get to work!

Gary Nappe is the owner of NetBizWeb, a web design, promotion and hosting firm offering turnkey solutions for small and mid-sized businesses. Learn more about promoting your web site at

Sins of The Internet: Para-Site

By Richard Lowe

Sins of The Internet: Para-Site by Richard Lowe

The other day I was surfing the web as normal, going quickly from site to site. I was looking for a good site to present with an Excellent Site award and I was getting frustrated because nothing was measuring up. You know, more of the say old thing time after time. I'm sure you've had days like this when you've surfed, everything just seemed, well, plain.

Anyway, I ran across a site which looked pretty good. In fact, it was very nice, good graphics, excellent content, nice layout and good navigation. In other words, at first glance it looked like a good candidate for an award.

The only way to be able to judge sites in a high-volume awards program such as ours (usually 40 or so entries a week) is to ensure that time is well spent. This means when I view a contender for an award the first 60 seconds of viewing is used to quickly reject or accept a site. This whittles down the contenders greatly so that my time can be spent on those web sites that deserve a closer look.

So anyway, I was surfing the web and found a site which looked pretty good. Very good, in fact. Lots of nice graphics, very well-done layout, HTML code looked good and the content was first rate. I continued looking and comparing and came to the conclusion that I had a real winner here, a site which was worthy of the excellent site award.

I hesitated as I started to give out the award, though. Something didn't seem right, something was wrong. I continued looking, and before long realized I had found a para-site.

Oh, the guy was good, I'll admit it. What had he done? He had used frames to seamlessly merge someone else's web site into his own. Actually, on further investigation I found that this "webmaster" had similarly merged over a dozen web sites into his own.

I was shocked. Of course, I had heard of this phenomenon before, but i had never seen it so blatant. The guy even claimed the pages as his own work! as far as his visitors could tell, he had done it all without help from anyone. Yet he was using other people's

bandwidth, he was "stealing" their pages and he was, well,

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obviously without any kind of ethics.

Needless to say, I didn't give him the award. I also zipped off an email to the webmasters whose sites had been "borrowed" so that they could rationally decide what needed to be done.

Linking to another site is perfectly legal, completely ethical and should be done without any considerations of any kind. The web is all about linking – referencing other material at will. The best thing you can do is link, link and link some more. To any and every WEB PAGE that you find useful (never, ever link directly to graphics or other multimedia – only to web pages).

On the other hand, para-siting (or framing, as it is commonly called) another person's site without permission is unethical. It confuses visitors to your site and it steals bandwidth. It's even worse to attempt to pretend the web site being framed is your own.

The moral of the story – stay ethical on the internet.

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets at <http://www.internet-tips.net> – Visit our website any time to read over 1,000 complete FREE articles about how to improve your internet profits, enjoyment and knowledge.

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