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## Link Popularity

By Mehul

Link popularity" and "Google PageRank" have been the talk of the town in the search engine

optimization community. However, the definition of link popularity and how it differs from PageRank (PR), as well as how much effect these actually have on search engine rankings, is often misunderstood.

What is Link Popularity?

Link popularity means: The search engine Powers That Be have decided that if other sites are linking to your site, it must be a winner; therefore, it deserves a boost in rankings (when all else is equal). If you think about it, this makes a lot of sense. People link to good sites, not bad ones.

Link Popularity Service

Link popularity is one of the biggest tools to improve your website ranking. And website promotion depends largely on this tool. For effective link popularity, you can also hire an online link popularity service from an internet marketing expert. The search engines consider a number of quality links on your website for calculating your page rank.

The higher number of inbound links on your websites ensures the higher link popularity for you. So to be among the top ten sites on a search engine results like Google, you have to have good link popularity. Link popularity can drastically be increased by adding a number of quality links to your websites.

The links indicate the popularity of your website. Apart from the number of links, the quality of links matters a lot. The quality links or the popular links in your website indicates greater link popularity for you. You can adopt a link popularity service to enhance the link popularity of your website.

An expert link popularity service ensures greater link popularity to you. They provide the quality links for your websites. The task is done in a professional manner by the service providers. You can find a number of link popularity service providers in your vicinity as well.

Your website will be able to receive good internet traffic via their expert services. Many times the internet traffic you receive is good in number but you are not able to get the desired popularity or the sales. The reason for this trouble is that you do not have the targeted link popularity.

## Link Popularity

Targeted link popularity ensures that the links on your website take the visitor to a desired place that is useful to him. It must not be the case that the visitor has clicked the link on a car selling website and he ends up reaching the cosmetic store.

So, the link building should always be strategic and with the quality links. The online link popularity services are quite adept in locating the useful links for you. They are proficient in giving you the links of some popular sites. And this readily diverts the targeted traffic to your websites. Suppose your website is a cloths shopping cart, the service provider will be linking you to the website of another website offering clothes.

Link popularity services focus very professionally on the reciprocal linking with your competitors. Reciprocal lining suggests that if you are mentioning a link on your website, the other website will also

be mentioning your link on their site. This process is performed systematically by the link service providers. They find out the right sites for you and then send them request emails to add to your website(s).

You will get the reply from the other websites depending on the period of negotiations with them. You can add as many links as you want to your websites. The link popularity service is available for you at different prices. You can buy 25, 100 and even 200 links for your website. The charges for service depend on your requirements. No link is added to your website without your knowledge.

Thus, link popularity service is one of the best ways to achieve the much desired ranking in the search engines.

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Mehul vyas, is a founding partner and Director of Marketing for Vyas Infotech Pvt Ltd. The firm specializes in the development and implementation search engine optimization technologies and solutions for the improvement of web site placement within the Internet's top search engines. The company is regarded by many to be the world leader in its field, with clients in 57 countries around the world.

### **Link Popularity Campaign**

**By Henry James**

## Link Popularity

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.

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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