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Link Popularity – A Thing of the Past?

By Courtney Heard

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I've found myself involved in a lot of discussions about the dropping importance of link popularity lately. Numerous people have said to me that they think incoming links no longer hold as much weight as they once did, and that the only links worth obtaining are relevant links. I have to vehemently disagree.

First of all, before Sergey Brin or Larry Page even learned the word 'algorithm', there were web sites that practiced the fine art of reciprocal linking. Pre-Google link exchanges served only one purpose and that was to develop direct traffic from those links. This still works! Somewhere in our PR worries and link popularity ambitions, we forgot one important fact : you never know when the next link you obtain for your site will be a direct traffic producer. For example moving.ca, provides daily traffic to www.abalone.ca through a small, text link on their links page. This does not come up on Google as an incoming link to Abalone Designs, but it is one our most valuable incoming links, nonetheless.

Now, as far as your ranking is concerned on Google, links still hold weight. Search for just about any term or phrase and check the #1 ranked site's incoming links versus the others. 9 times out of 10, The first ranked site will have a few more links than the others. The times when I see lower ranked sites having more incoming links than the #1 site, generally speaking, the #1 site has better content, and more of it or this site's incoming links have anchor text that contain the exact search term or phrase you searched for and the others don't. It's still the same old formula. Offer a content-rich, user-friendly site with incoming links that have relevant anchor text and your site'll do alright.

Relevant anchor text is important, but what about having your link on relevant sites? Links on relevant sites or pages have one tremendous bonus and that is targeted traffic. This is providing, of course, the link produces direct traffic. Other than that, I say links on relevant pages aren't that much more important than other links. Take, for example, the incoming links to seoinc.com – the very first page that shows up on Google when you search for seoinc.com's incoming links, is csmonitor.com. A Christian Science magazine! If I'm missing some link between religion and SEO, please inform me, but otherwise, these two sites couldn't be more different. Google has deemed this an important incoming link for seoinc.com, regardless. You think you know the algorithm, but you don't. You never know when links will count.

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Let's not forget about the other search engines, though. Still a few steps behind Google, MSN places a lot of weight on incoming links. So does HotBot, Yahoo! and now, apparently, Become.com. This is just a handful of places that take a critical look at your link popularity. And I hate to say it kids, but I think there's a chance that MSN might slightly outdo Google this year. As of late, I've noticed different rankings on Google for clients based on where you're searching from – geographically–specific search results against our will. I haven't spoken to one individual who likes this idea. This could be the giant mistake MSN has been waiting for Google to make, and you don't want your perfectly Google–optimized site to miss the MSN bus when it's usage tops Google's.

This brings me to my last point which, quite frankly, is a no–brainer. The Internet is nothing but a massive network of links, hence 'net'. To turn your back on this is one of the hugest mistakes you can

make on the web. The more links you have around the web, the more often your site will be seen. It's just like the real world, "there's no such thing as bad publicity". Think of incoming links as cyber–publicity – there's no such thing as a bad incoming link.

Courtney Heard is the founder of Abalone Designs, an Internet Marketing and SEO company in Vancouver, Canada. She has been involved in web development and marketing since 1995 and has helped start several businesses since then in the Vancouver area. More of Courtney's articles are available at <http://www.abalone.ca/resources/>.

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

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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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