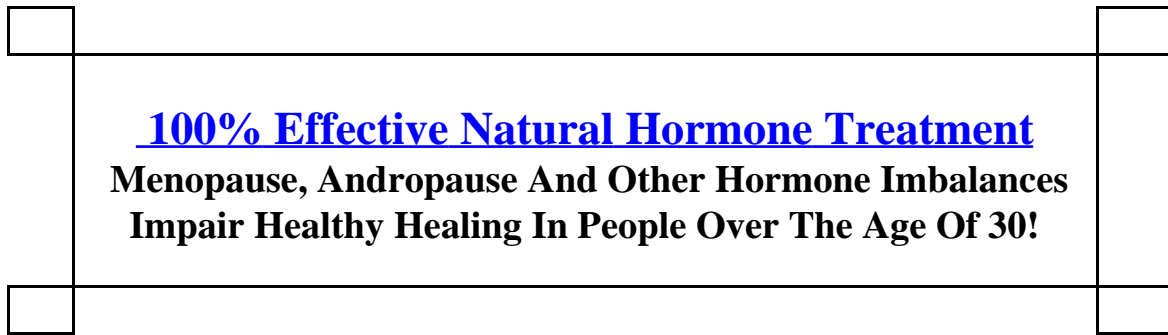


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## Links and search engines

By Clare Lawrence

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By Clare Lawrence 29th September 2003

Clare is the CEO of Discount Domains Ltd a leading UK Domain name registration service.

What is linking?

Linking involves linking your website to another with the aim increasing traffic and directing the web visitors to other interesting content.

How can link popularity be improved?

The following are all worth considering

1) Trade links with other Web sites.

Make sure that the Web sites you trade links with have the same target audience, but not direct competition.

2) Pay to get your link on other Web sites.

3) Fair trading; present their link in the same way they present your link.

4) Use links from other sites to give people something extra when they visit your Web site.

5) Submit an article to a web site that would be interested in publishing it on their site. Just have them hyperlink your Web site address at the bottom of your article.

6) Use your associate program to get a link on other Web sites. Tell the Web site owner he or she could make extra income if they link to your site.

## Links and search engines

7) Join a link exchange service to get your link on other Web sites. Be careful to avoid "Spam sites"

8) Join newsgroups and e-mail discussion groups that deal with linking.

9) Look in search engines for Web sites to exchange links with.

When you find a Web site you want to exchange links with e-mail the owner a proposal.

Tell the Web site owner the benefits of exchanging links with you.

Tell them how long you want to exchange links.

Make sure your grammar and spelling is correct.

Have your contact information in your e-mail.

10) Submit your link to sites that announce new or interesting Web sites.

11) Hire a link submission service to place links for your Web site.

When you place links on other sites use a phrase that will get people's attentions.

Barter your products or services to get a link on other Web sites.

Barter other forms of advertising for links.

Note on your Web site or e-mail newsletter you are interested in exchanging links with other Web sites.

11) Offer a free service or products on your Web site so that people will want to place your link on their Web site.

12) Offer good content on your Web site so that people will want to place your link on their Web site.

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](mailto:clare@discountdomainsuk.com)

### **3 Things Search Engines Want To See – Using Links The Engines Will Like**

**By Chris Malta & Robin Cowie**

Search engine companies are constantly changing their algorithms to keep their results up-to-date. Optimization used to be the primary factor search engines used to determine a website's ranking.

However, it currently makes up only about 10% of their total algorithms. What carries the most weight with search engines now is linking.

Linking is the process of connecting to other sites that are relevant to your target market and that are highly ranked, and of getting them to connect to you. Google has, by far, the largest percentage of the search engine market, and they're link-driven. The other search engines tend to follow Google's lead, so the market is moving faster in that direction.

### 3 Tips for Building Smart Links

When choosing which sites you want to link to, keep in mind what the search engines want to see:

- Search engines are looking for organic results. According to Bruce Chapman of

the number one search engine positioning firm on the web, "One of the things we try to do is make sure every single one of our links is pertinent to that particular type of business." If your website sells makeup, a natural link would be to a site that gives makeup application techniques. An unnatural link would be to an actor's fan club site. Says Chapman, "If it's not natural, it's going to be a problem."

- Search engines are looking for consistent results. More links aren't necessarily better. In fact, getting too many links at once, such as by joining a link farm, can actually hurt your rankings. Gaining 20,000 links this month and 13 links next month is going to trip their filters and, for all your work, you're going to find yourself dropping in the rankings. With links, the search engines are more concerned with quality than quantity.

- Search engines are looking for one-way links. Reciprocal links are often just people exchanging links to mutually increase their link counts. The search engines have grown wise to this practice and adapted their algorithms. Says Chapman, "When one website wants to link to another website, that's showing that the second website has got something of value... The one-way link is probably worth 20 times as much as a reciprocal link."

### Achieving Natural Results

It takes time to achieve good positioning in the search engines, especially with the more competitive keywords. Any attempts to trick the engines may work for a while; but they're getting more and more sophisticated, and they'll eventually catch up with you. Not only will your trick no longer work, but you may get blackballed or be penalized in your rankings. The best way to achieve high rankings is to give the search engines what they're looking for—good fresh content and relevant links.

Chris Malta and Robin Cowie of WorldwideBrands.com are the Writers and Hosts of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows.

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