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Make or Buy: the link development decision

By Henry Schlee

Everyone knows that you have to have inbound links into your site in order for the search engines to

value it and rank it highly against your chosen keywords. But is it better to buy those links from a link broker or directly from the site itself, or to go through time-consuming effort of building reciprocal links?

Let us be clear: both of these methods are clearly against the spirit of the Google ranking algorithm, which uses the quality and quantity of inbound links as a substitute for having someone actually look at your site and take a view on its quality and value. Quite apart from the subjective nature of such a judgment, the sheer number of web pages out there would make this an impossible task. So links are – for better or for worse – the easiest proxy for a human judgment. However, both paid links, or text link ads, and reciprocal links clearly subvert the intent of the link-counting algorithm, since neither of them represent the disinterested judgment of real people; both are nakedly designed to deceive Google and the other search engines into thinking that more people value your site than your competitors', when quite the opposite might be true.

Nonetheless, for the time being, it is undeniable that you can buy your way into favour with the search engines either by paying for text link ads or by spending time persuading other people to reciprocate links with your site. Which is better? Hard-won experience with both strategies suggests that a combination of both is ideal. Unless your site and your links pages have themselves some PageRank your reciprocal link building process is going to be slow and painful. Webmasters with high PR sites will not see much value in linking to you, and it will take a long time to build PR through linking to low or zero PR sites. This implies a simple strategy: buy some high PR text link ads, point them at both your homepage and your links page and wait for the PR to feed through and for Google to give you a decent PR on both pages. In the meantime you can start on the process of reciprocal link building with lower-ranked sites, and once your own ranking has come through you can start to request links from high-value sites such as this

Free travel links

one. When the receiving webmaster sees that you can

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offer him links from a PR4 or 5 web page he will be much more inclined to treat you with civility and offer you high-ranking links in return. Pretty soon after this you will be able to stop paying for text link ads and start benefiting from the free marketing that comes with a top-ranked site for your chosen search terms.

Henry Schlee is the owner and operator of several travel websites which actively engage in link exchange with legitimate, high-traffic travel-related websites. If you want a link from a high PR URL, go to on of these sites:

Travel link exchange

, or

Free travel links

, or

Free link exchange

, complete the

form and he will guarantee you a high-quality high PR return link. He also buys and sells text link ads.

How You Can Make The Most Of Development Land

By Abbots Finance

If you have decided to buy some land for development, either as a full-time commercial venture, or as a one-off, you will need to look at the ways that land can make the best return for you.

Before you buy

Don't buy land without checking some key facts first. Firstly, check what sort of development is permitted on the land. Planning regulations may rule out residential development for example, whilst commercial uses may be limited to certain sizes or purposes. Knowing what you can put on your land helps you when negotiating the purchase and when planning for the future. Also check whether there are plans for any developments similar to yours nearby. If one plot of land is for sale, its possible that there are several on the market and selling your development will be harder if it faces competition close at hand.

Residential

If you decide to build a residential development, you need to obtain appropriate funding and have your plans passed by the local authority. This applies whether you are building a single property or a multi-dwelling site. You must have planning approval before you start and you must make sure that you

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can connect the relevant utilities to your site. Careful planning before you begin a development is crucial to its overall success.

Commercial

There are several uses for commercial property. You could decide to build a warehouse or storage facility where you can rent units to local businesses at a reasonable price. If your land is in a good location, you might think about creating a leisure or retail development, which raises good rents but may face opposition from local residents during the planning process. Alternatively, you could build new office space, attracting local companies through targeted marketing, clever use of space and ease of access.

The use you make of your development land has an effect on the returns you can make from it. It's important to consider your options before you buy the land, because a development finance company will want to see your plans and your forecast returns before it lends you any money for your project. Use your experience and the expertise available to you to make the most of your development land.

Abbots Finance specialises in development finance for residential and commercial projects. Visit our website by clicking on

<http://www.abbotsfinance.co.uk>



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