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**Online Networking Through Reciprocal Links**

**By Judy Cullins**

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Online Networking Through Reciprocal Links  
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What is Networking?

Networking can make you rich with wealth, referrals and sales. And much more, it can bring adventures, challenges, friends, relationships, and passion. Exchanging reciprocal links is the Online version of networking. Here's seven reasons for exchanging links.

**Seven Reasons for Exchanging Links**

1. When you exchange links with Web sites related to your topic (product or service), visitors who click your links will already be targeted and interested in your information and products.
2. It's free. Exchanging links is free. The only cost is to hire a computer, Web master, or virtual assistant to submit the links and upload the links that other people send you. You could be paying for targeted visitors from pay-per-click search engines or ezine ads, but with reciprocal links, it's all free—and you develop great new relationships.
3. You'll increase your popularity because search engines notice links and will look at your numbers to list you Web site higher. You're also getting free targeted advertising.

## Online Networking Through Reciprocal Links

4. You build up your resource directory with reciprocal links, thus offering an extra service/feature for your visitors as well as advertising your Web site at the same time.
5. Visitors come faster to your Web site when they click on someone else's link page. Search engines can take months to list you. New Web sites can quickly build a flow of traffic through reciprocal link exchanges.
6. Your link is guaranteed and people can always find you
7. When you submit a short description your link is customized, and you should offer the same to your link partners. A longer link

can offer a free ezine or tip and bring far more Web visitors back to your site.

Start your friendly, yet profitable, Online networking today. Just visit a related Web site and ask. Or, notice related email businesses' descriptions and ask for a link exchange.

Judy Cullins: 20-year author, speaker, book coach  
Helps entrepreneurs manifest their book and web dream  
Bk: "Ten Non-techie Ways to Market Online"  
<http://www.bookcoaching.com/products.shtml>  
Send an email to [Subscribe@bookcoaching.com](mailto:Subscribe@bookcoaching.com)  
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### **Reciprocal Linking**

**By Jason Blackston**

Reciprocal linking is considered by many people the most effective way to increase traffic to your website. You often get hits from the web sites that you have exchanged your links with, and reciprocal linking also helps boost your search engine rankings.

What is a reciprocal link?

A reciprocal link is a link to a website that carries a similar link back to your own website.

A reciprocal link is a common thread between you and another website owner. You both likely share similar websites and content, and you are o'kay with the possibility of a viewer leaving your site to take a look at your linking partner's site.

What a reciprocal link is not...

## Online Networking Through Reciprocal Links

A reciprocal link is not a cure all! Many times webmasters have a ton of links. The problem is that many of those links are broken or out of date. I will share a resource to help you find those broken links in a minute. But first you need to find sites to link to!

A great way to find sites that might like to link to your site is to use Link Finder at

Here you can check for links to your competition or other

sites that are related to yours.

\*Getting back to finding those broken links...

You can find broken links, spot bad HTML code, check browser compatibility, find slow-loading pages, and check your spelling at

By utilizing reciprocal linking strategies, you can enhance your web presence. Take advantage of these tools and start climbing to the top!

Discover proven methods of converting website visitors into paying customers! Pick up your free epackage at

. And be sure to utilize the resources page for free articles,

ebooks, and other information, that can help enhance your marketing campaigns.

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Reciprocal Linking

How To Request A Reciprocal Link

Everything You Need to Know About Reciprocal Link Exchange

True Reciprocal Link

Building A Link Exchange Directory

Super Charged Linking

eBarteringTactics

The Forum List

Dead Link Bloodhound

Disaster Preparedness and Crime Protection Manual



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