

Reciprocal Linking Overload–Any old link back will do?

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**By Derek Arnold**

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Are you attempting to become a Google junior by adding thousands of links on your site? Don't bother, listen to these facts first.

So you want to get a Google top page rank and get your site listed on the first page when an internet surfer types in your keywords, right?!? Of course you do. At one time it was extremely important to get as many sites linking to you as possible, so the Google bots would spider your site, see all of these sites linking to you, and determine that your site must be of some importance because so many others are linking to it.

That was then this is now! Google is certainly aware of all of this tomfoolery and has reduced greatly, the importance of huge amounts of reciprocal links to your site, and has refined how they determine rankings and importance of each site. Did you know that there are sites with under 10 link backs that have a Google page rank of 7 or higher? It's true. So instead of trying to fool the search engines, try these simple rules.

1.99% of your reciprocal links should be relevant to the content of your own site. Why not try to give something that might be useful to your visitors and only allow links that might benefit them. If you own a travel site, then only allow links that might benefit travelers. Your visitors will appreciate it, and it might even bring them back, knowing that you not only offer your services, but links to some other good services. The other 1% of links should be reserved for sites with a Google page rank of 6 or higher.

2.Categorize your reciprocal link index in detail. Don't make links hard to find, add categories and sub categories. For instance: If you own the travel site, and you are going to allow a section on rental cars, then you might have a category structure as follows: Travel Services>>Transportation>>Ground>>Rental Cars. Visitors want it made very easy for them, and the more categories you add, the easier it is to navigate.

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3. Limit your links per page to 20 or less. Do your visitors and link partners a favor, do not have a page in your reciprocal link directory with 100 links on it. Separate these links into Page 1, , Page 3, and so on. I promise you, if you are my link partner, I would rather have my link on your site as number 5 on page 3, than number 87 on page 1. You also will not overwhelm your visitor with the tedious task of the endless scroll down to reach the bottom of the page. TIP: This also adds more pages to your site, which Search Engines spiders look upon favorably as more content on your site.

4. There are those sites that do not fit into any category of your site that have that HUGE Google page rank, and you want them to link with your site. Here is a tip for you to keep those sites happy and get that top rank. In addition to your regular links directory, create a separate smaller reciprocal links directory. This may be only 1–3 pages in size. This directory must have a direct link from your homepage (most top rank sites require that), and title it something like "Special Link Partners" or "Recommended Links". Add only page ranks of say 6–7 or higher to this special directory. This will

ensure your most important link partners that you will not be burying their link way down inside your link directory.

Well, there you have it! There are many more tips and tricks to maximizing your web presence on our site at

. We hope you will stop by and make use of our many free services.

Best of luck and warm regards!

Derek Arnold – President –

Derek Arnold is the President of

, a webmaster resource site offering many tools for

webmasters, marketers, and designers. Also has over 18 years of experience in the marketing and advertising fields. Homepage:

## **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.

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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...

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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