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The New Reciprocal Link

By Andrew Hansen

Any internet marketer will tell you about the importance of your 'linking strategy' in getting your website indexed and ranking highly in the search engines.

In the past reciprocal links were all the rage. People were (and still are) trying to get sites with high rankings to link back to their site to show search engines that their site is of greater importance. To do this they were putting links up on their sites, ie You link to my site and I'll link to yours. This was a strategy that worked well.

However, it was always hard to find linking partners. Sure there was software to help, you could hire people and spend your own time sending emails but ultimately, sites that are ranked highly don't usually want to link back to your site because there's nothing in it for them! And you can always use directories but they usually won't provide you with a link that is relevant enough in the eyes of the search engines to significantly improve your ranking.

Furthermore the reciprocal linking theory has changed somewhat in the eyes of the search engines in the past few months. We can only speculate as to why but it has occurred that reciprocal links are given less weight in comparison to one way back links from other sites. Perhaps this is because an inbound link will seem more natural if it doesn't exist only because of a link that you have put up to the linkers site. Anyway we could guess forever but the result is that reciprocal linking is dying.

The big question then is "What do we do instead"?

Get as many one way back links as you can! How do you do that? Well I'm sure that there are many ways but here is one way that I've been using successfully.

You've probably heard people raving about blogs. These days everyone has one, everyone is making them and everyone who doesn't, WANTS TO.

Now, there are people who own 'blog farms' which are large numbers of blogs in a network that are controlled by a central system. On a small scale what I do is post a link to my site on other peoples blogs, either with a sig file or with a link in my post. Now you probably realise that it's going to take a

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long time to make hundreds of posts with your link to hundreds of blogs and you're right. But there is a faster way!

There are people who run services of blog farms who will give you the ability to post your link to the hundreds of blogs that they own. Do you know what this means? This means you can instantly receive hundreds of backlinks from other (generally high ranking blog) websites, to get indexed in the search engines in record time, improve your sites rankings, and receive a barrage of traffic with almost NO EFFORT!

Doesn't get much easier than that!

Andrew Hansen is the apprentice to an online marketing guru and has learnt in just a few months how

to make a full time income from his online ventures. He endorses

<http://www.wpburner.com>

as the

fastest way to get your sites indexed and listed in the search engines.

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...

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

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<http://siteowner.bcentral.com/linkfinder.cfm>

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

http://www.netmechanic.com/cobrand/zd_dev/

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

<http://www.govisitors.com>

. 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

Building A Link Exchange Directory

Everything You Need to Know About Reciprocal Link Exchange

Online Networking Through Reciprocal Links

Super Charged Linking

Dead Link Bloodhound

Affiliate Diamond

Page Rank Explorer Pro

Instant Email Scramble



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