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## The Other Text Link

By Deanna Mascle

If you have spent more than a few minutes studying search engine optimization and web traffic building then you know that text links are important --- most especially one-way links from quality sites.

So many people interested in building traffic to their sites spend a lot of time, effort, and money building text links to their sites. They purchase links in link directories, buy links from brokers and site owners, and even swap links. Others try different methods like forum posting, blog commenting, and article writing.

But most of these people overlook one very easy and inexpensive way to achieve one-way, often permanent, text links from quality sites. What is this method of text linking? It is usually called Ezine Advertising!

That's right, just like pork is the other white meat, ezine advertising is the other way to text link.

There are many advantages of ezine advertising when it comes to text link building:

1. You get the added bonus of email marketing benefits.
2. Text link surrounded by relevant content, your ad copy, that you wrote specifically for that purpose.
3. Limited outbound links competing with yours. Ezines only sell a few ads per issue (many only sell one or two) so your text link will be only one of a few.
4. When the issue is archived on the web (which is how you achieve your permanent text link) the page is usually text-heavy with the content that search engines love
5. The site where your permanent text link resides (the ezine archives) is regularly updated and in turn regularly visited by search engines

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All these advantages roll into one additional bonus for you. The text links appear to have developed organically and naturally -- not as so many traditional text links do -- which makes them even more powerful and effective in terms of traffic building and search engine optimization.

And unlike so many text links which are purchased monthly or for a limited time, an ezine ad is purchased for a particular issue and will remain alive for the months or years that the issue is archived. If you aren't sure how long an ezine archives then check their web site. Many ezines and newsletters archive for years.

Deanna Mascle shares her Ezine Advertising tips in the free ebook at

<http://ezineadvertisingworks.info/power.php>

. Publishers who want to reprint this article and/or give

away the ebook away should visit

<http://howtoadvertisewithezines.info/affiliate.php>

to learn how to

benefit.

### **The One Most Overlooked SEO Secret**

**By Anik Singal**

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Most internet business owners know the basics when it comes to getting ranked well in search engines. Put the keyword in the title. Put the keyword in your headline, the text, etc...

Some get even more "slick" and they insert the keyword many times in the text. Then others get even more technical and begin an active linking strategy. By the way, an active linking strategy can be one of the best ways to get your search engine rankings high – but that's not what we're talking about today.

Today I want to talk about a little secret that MOST sites don't use – even some of the most active websites that PAY for their search engine optimization. The best part is that you can use this trick in just minutes – you could do it 5 minutes after reading this!

Ok, ok...here it is...

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## The Other Text Link

Insert the keyword in the text of a link

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You want to have about 2 to 5 out-going links with the keyword in the text of the link.

Ok, it's time for example:

Let's say you're optimizing your site for the keyword "big screen tv" – besides all the other great SEO techniques – you want to have at-least 2–5 links on that page with the keyword "big screen tv" in the text of the link.

The link can be any of the following:

1. A link to another page in your own site.
2. An affiliate link to another website.
3. A link to a completely different website.

In other words, don't stress too much on what site you're linking to (obviously, you want to make sure you link to a relevant page – not something completely un-related).

Including this strategy on your website will take just minutes.

All you have to do is change the text of some of your out-going links to include your main keyword.

NOTE: This trick won't do anything for you if you aren't using the other SEO techniques along with it.

**BUT**, if you **ARE** using other SEO techniques, this little trick just **MAY** be what you need to finally bring up your rankings!

So, hurry now and change your link's text, you better do it before your competition does!

This article is written by Anik Singal, founder of [AffiliateClassroom.com](http://www.AffiliateClassroom.com). Anik Singal has developed his own affiliate system that helped him earn well over \$10,000 in just 60 days. Now, he's looking for a few students to train one step at a time. <http://www.AffiliateClassroom.com>



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