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The Values of a Link for Search Engine Optimization

By Mr. Green

Since most link building campaigns are done to support ongoing ranking strategies, it's important to know where and how to look for "link traps" that keep you from your Search Engine Optimization (SEO) efforts and goals. Websites that employ the use of robots.txt, JavaScript or certain redirects should be avoided. Websites that show no meter of Google green (PR) should be thoroughly checked. It's important to secure links from a venue a search engine can spider. Links from websites outside your industry niche won't hurt your link building effort; however they don't provide a good ranking boost contribution since it doesn't reinforce any relevancy of your keywords.

Overview

Reciprocal linking is an effective way of generating targeted, topic related traffic to your website. By increasing the amount of websites that pass a vote to your web page through the use of a backlink, the more important Google's will deem your website, which with time will lead to higher Search Engine Result Pages (SERP's).

What we will focus on is determining which link exchange partners have links that are worthwhile of your time & effort. When looking for link exchange partners you want to look at multiple factors to ensure you are receiving a quality link exchange that allows a vote to be passed back to your web page. Intense Development is going to review 3 factors that qualifies the link as a good exchange:

1. Passing a vote
2. Passing traffic
3. Passing PageRank

1. Passing a Vote

This factor is more virtual than materialistic since this would at most times be based on your personal opinion. The quality of the vote passed on to your web page consists of multiple pointers that you have to ask yourself:

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- Is it informative to your websites topic? Does it provide a quantity of quality content? Stick to websites that provide unique content that provides additional insight and is relevant to your websites topic.
- How long has the website being in existence? Has this website being in existence long enough to build itself up to be considered an authority site?
- How many outgoing links does the link page have?

Web pages that have less than 50 outgoing links are still considered effective enough to exchange with. See it this way: A Search Engine will provide (example) 100 points to each page outgoing links. If

you have one outgoing link it will get the full vote value. If you have 50 outgoing links to other websites, than you vote count is only 2 points. Web pages with limited amount of outgoing links are favorable.

The placement of the link: Will the link partner allow a submission of your link within a paragraph of keyword related / informative text? This way your outgoing link does not follow the webs usual linking exchange pattern, which overtime could become devalued with Search Engines? The surrounding text reinforces your links keywords and might provide additional boost in the keywords relevance.

2. Passing Traffic

Serves good for targeted and high-volume traffic which could convert to clients. Many times the position of the link is what it takes to get more traffic from the website. On good way to determine the hotspot where visitors look most often is by checking out this site EyeTracker

3. Passing PageRank

PageRank (PR) is Google rating system of the quality of the website. The bar runs between 1 to 10 and the closer to 10 you can get the more valuable the exchange. In the past, Page Rank has been the main focus point in many webmasters and Search Engine marketers. Page Rank has overtime become less important in Google's overall ranking algorithm, and now it determines the interval of the Search Engines spider / bots return to the website, for faster indexing of new content.

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Search Engine Optimization Is For Fools?

By Kevin Emswiler

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Do you know how to get your website on the first page of google's search results? If you don't, you soon will.

Regardless of how you market your website, you should take the time to learn search engine optimization. There's no other marketing method that I know of where you can get a constant flow of free quality traffic to your website everyday.

Before I show you how to optimize your web pages, I like to make a quick point. You don't need a large site to get great rankings on google. You could have a one page website and optimize it for one keyword, and be on the first page of google's search results for that keyword. This would be hard to achieve because google's search engine values link popularity. Most websites will not link to yours if it's only one page. Your site wouldn't be providing any value to their readers, but a website that's just 5 pages can be of value as long as it provides good quality information.

Now let's optimize your web pages. Optimize each of your web pages for one keyword. Put the keyword in your title, description, and keyword tags. Here's an example. Let's say you're creating a website about ebay and one of your web pages is about ebay auctions. This is how the tags will look.

Ebay Auctions: How to properly setup your auctions

Next write an article about ebay auctions and use the keyword throughout the article. I like to use my keywords once per paragraph. The longer your article the more times you can use your keyword without sounding corny or abusing google's search engine.

Then ask other websites in your industry to place a link on their website to yours. This will help google index your site faster and get you higher results in their search engine.

Kevin Emswiler's goal is to help beginning internet marketers establish their own home based business. For more marketing advice, visit <http://www.chit-chat-cash.net>



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