



Link Building

Links, links, links. Everyone says you need links to your website and they're right. Here are just some of the benefits. Links allow:

- Websites to reference information on another website (hopefully, you're website!).
- Website users to tell friends about the products they use, funny videos, interesting blog posts and favorite websites.
- Search engines to find your site and the quantity and quality of those links help them rank your pages.

Links can do a LOT and that's just scratching the surface. As the links to your website accumulate, they can grow exponentially. Once a few people are talking about you...more and more will start talking and that's exactly what you want. But first, let's talk about:

Search Engines & Links

You may already know that search engines put significant weight on the links that point to your various website pages. They look at a few things in evaluating those links:

- Quantity:** Generally speaking, the more links you have, the more authority search engines will see your site as having, given you more weight in the search engines.
- Quality:** But in addition to quantity, quality is crucial. Search engine bots are smart little critters and they know when people try to game the system for links (like reciprocal links farms, for example). To be an authority site, the more links you have from other authority sites, the better.
- Text Matters:** Search engines look at the text that appears in the links that come to your website. For example if links to your site say [best darned website in the world](#), search engines will tend to believe it. Of course, this linking needs to be natural. If every link pointing to your site says [best darned website in the world](#), this will look suspect.

But a word of caution: Not all links, even if they are quality, count toward your search engine rankings. For example, search engines know that people comment on blogs and forums for the purpose of building links, so they may not give these much weight – but that shouldn't keep you from using these methods. In addition, some authority sites use a “no follow” link which means that search engines won't count the links at all...but they can still drive traffic, build your reputation and more.

Link building serves many purposes, gets your website seen and drive traffic...plus the most important of all...links breed links, so go build them!

44 Ways to Build Quality Links to Your Website

1. **Write guest posts on blogs that are related to your field.** Many bloggers will be glad to allow you to provide some fresh content for them in exchange for a link back to your site. Just contact the blogger with a post ready to go and ask.
2. **Answer questions on sites such as Answers.Yahoo.com, AllExperts.com and JustAnswer.com.** By providing quality advice on subjects related to your site, you link to your pages as related information. Just understand that sites like this frown on website owners simply linking to their sites. You can link when it's relevant, but you don't need to say it's your own site.
3. **Apply as an expert at About.com, or as a blogger, at a site such as B5Media.com.** These sites have lots of traffic, and you can link to your site on your profile page and within articles when appropriate.
4. **Post lists on your blog and submit them (or better yet, have someone else submit them) to social news and media sites such as Digg.com.** Items such as “20 Ways to Get the Most Out of Your Browser” and “Top Five Reasons Reading Is Good for You” are simple enough to come up with, and they tend to get lots of votes and links because they're both informative and easily digestible.
5. **Write and distribute press releases to media websites (PRWeb.com for example) and to on-topic blogs that share news.** Write about new developments, special events and accomplishments.
6. **Submit articles to free article directories with your link in the resource box.** Placement in the directory alone will give you a free link from the directory, plus other webmasters can use your article on their websites, giving you more links. Try ezinearticles.com, for example.
7. **Look for “In the News” pages on sites of companies in your industry.** These provide links to news stories and blog posts about the company, so write about them and let them know. They might put you on their “In the News” page.

8. **Submit your site to DMOZ.org.** This is one of the most respected directories online, and getting listed with them can boost your traffic and search engine rankings. It's also free, although there is no guarantee of inclusion.
9. **Submit your site to reputable paid directories such as Dir.Yahoo.com and Best of the Web (BOTW.org).** These directories charge a review fee, and inclusion is not guaranteed here either. But these sites are well respected, and getting your site listed can boost your search engine positioning.
10. **Find and join organizations that link to members' websites.** For best results, choose ones related to your niche.
11. **Set up pages on Squidoo.com and HubPages.com.** You can place your links on these pages, and if they are informative, readers will link to them or your main website.
12. **Join and participate in forums.** Add links to your site to your signature, where allowed. Some forums may allow you to link to your site in your post...depending on the circumstances. Read the rules, of course.
13. **Set up a profile and review books and other products on Amazon.com.** You can add a link to your site to your profile page, and the more products you review, the more exposure it will get. Try other review sites like Epinions.com and Yelp.com.
14. **Submit your blog to Technorati.com.** Add tags to your posts to have them appear in more places and make them easy to find.
15. **Find quality sites to exchange links with.** *Quality* is the key here – trading links with any old site won't provide much value and could get you into trouble with the search engines. And the links should appear in a natural way (ex. in an article, in a product review, etc.), not as part of a "Links" or "Resources" page.
16. **Donate and raise money for charity.** Charitable websites might thank you by linking to your site. Visitors to your website may tell others about your fundraising efforts. You get links AND get to help a good cause.
17. **Have a prize drawing on your website or blog.** Submit your contest to contest sites like online-sweepstakes.com, contestguide.com, contestalley.com, etc.
18. **Have a referral contest.** Whoever refers the most people to your forum, blog or email list wins. Participants will often post invitations for visitors to join on their websites.
19. **Give away information products.** Ebooks, special reports and audio are simple and inexpensive to create, and if you're giving them away, they can attract lots of traffic and links.

20. **Give away free samples or inexpensive products.** You can get your giveaway listed on freebie sites (ex. AbsolutelyFreebies.com, TheFreeSite.com), and fellow webmasters will link to it as well.
21. **Sponsor giveaways on other blogs.** You supply the product, and the blogger holds the giveaway. You'll get a link from the blogger, and you could also request that entrants be required to link to your site.
22. **Give webmasters or bloggers exclusive coupon codes to offer their visitors.** You'll get a link and some new prospects, and they will get to offer their visitors something of value.
23. **Offer useful tools on your website.** Many real estate websites, for example, offer mortgage calculators. These applications encourage both traffic and linking.
24. **Give away stuff.** Free icons, clipart and other small graphics, with the requirement that those who use them link to your site.
25. **Create profiles on popular social networking sites, and link to your site from them.** Some of these will be "no follow" links, but when link building, don't worry about this...just build good, quality links.
26. **Comment on other users' social networking profiles.** Any comment will link to your profile. Only link directly to your site if you can do so in a very relevant manner.
27. **Link to your site from your blog and other sites you may have.** But don't place links to it on every page, or you could turn off both visitors and the search engines. Link just like you would if you were linking to an external site.
28. **Make sure you have good site navigation in place.** This means having links to your most important pages on every page of the site. Good navigation makes it easier for your visitors to get around and gives each page more links. Use keywords in your links.
29. **Comment on blogs whose subject matter is related to your site.** If you take the time to read the post and write a good, relevant comment, the blogger is unlikely to consider this spamming. Be respectful, keep your link in the space provided for your link.
30. **Start an email newsletter and fill it with quality content.** Offer an online version that readers can link to, or include some articles that you are willing to allow them to reprint in exchange for a link.
31. **Create viral videos and upload them to sites such as YouTube.com, and include a link to your site in the description or profile.** Visitors will often click the link in search of more information or entertainment. You can also gain links from those who use the video on their own sites. Not everyone who embeds the video will include a link to your site, but some will.

32. **Make yourself available for interviews, not only online, but with offline media.** Most media outlets have websites, and they often post transcripts of interviews there along with relevant links.
33. **Post a quiz on your website.** It doesn't really matter if it's serious or silly, as long as it fits with your site's theme and makes sense. Internet users love to test their knowledge (or be entertained, as the case may be).
34. **Send promotional items to bloggers in your industry.** They may write a post thanking you.
35. **Are you a good photographer?** Offer free stock photos through sites such as Stock.Xchng (sxc.hu). You can require those who use them to link back to your site.
36. **Buy aftermarket domain names that have inbound links and redirect them to your site.** This can be expensive, but it's a quick way to get lots of links. But realize, if you don't develop the website, the benefit of those links will be effective for a limited time.
37. **Check Google Trends (google.com/trends) and see what keywords are hot at the moment.** Try to find a logical way to work a post about one of them into your blog. If you use Technorati and social news sites to promote it, there's a good chance that fellow bloggers and webmasters will see it and link to it.
38. **Stir up some controversy.** Everyone won't agree with you, but you will almost certainly get some links out of the deal.
39. **Give out awards for site of the week or month.** Have a simple graphic created that recipients can display on their sites, and send them the code to display it along with a link back to you.
40. **Start a Yahoo group (groups.yahoo.com).** It's free, it allows you to build a community, and it's another place where you can add links to your site.
41. **Write instructional articles for sites such as eHow.com.** Make them relevant to your site's content and include it as a resource.
42. **Get your hands on some exclusive content.** If you can get an exclusive interview with a prominent figure in your field, it will almost certainly bring you traffic and high-quality links.
43. **Make it easy for visitors to link to you.** Create a "Link to Us" page with HTML coded links that they can copy and paste.
44. **Comment on stories at popular news sites.** Try to find stories that are related to your blog posts or specific pages on your website, and cite them in your comments.

So...the next time you feel like you don't know what to do to promote your website or build links, you've got a big fat list here. Just take them one day at a time and build those links for very long term results.