

## How to Become a Link Magnet

Links are known to be one of the ultimate boosters for web pages. Everybody knows that they are very essential if you want to increase your rankings in search engines as well as drive traffic going into your website. However, there are a lot of techniques related to it. Which one works and which doesn't? Definitely, you don't want to waste your time on something that will not work after all. Start with Two Methods in Linking If you're basically a new site and you need to gather inbound links to ensure that you can obtain an excellent page rank during the next Google update, you may want to consider performing two methods. These are referred to as reciprocal link building and non-reciprocal link building. Non-reciprocal or One-way Link Building What does this mean? This only implies that you will be getting links for your website without having the obligation to link back. This is advantageous for you as you don't have to wait for other webmasters to link to your site before you can actually gain an inbound link for your site. Second, there are a lot of unscrupulous website owners who will remove your link the minute that they realize that you already have added theirs to your site. In the end, you have not gained anything. There are a number of ways that you can practice one-way linking. Here are some of them: 1. Article Writing. Content will always remain to be the main driving force in any website. After all, Internet users are more interested with the information that they can get from you, more than anything else. But how do you exactly gain an excellent page rank just by writing articles? By nature, only those who are interested with your articles will likely add a link or copy your article with your link at their website. Hence, you are guaranteed that your inbound link comes from a relevant web page or site. In turn, you will obtain a reward from search engines, who highly favor sites with a high level of relevancy. Second, the link going to your site is one-way, which has actually more weight to search engines than reciprocal linking. If you have more inbound links going to your site, the easier it is for you to adapt to the future changes in the algorithm of search engines. 2. Submission in directories. So far, this is considered to be the easiest for the simple reason that all you need to do is to submit your link to the right category. What's more, there are hundreds of directories that are completely free. In the end, you will obtain a permanent inbound link going to your site. Added bonus is the fact that these directories can invite traffic from their visitors. There are actually two kinds of directories, and both have their own pros and cons. Those that are paid are being handled by major search engines, such as Yahoo. The main advantage of going for paid directories is that you will have a prominent position in the directory. Perhaps your link will appear in the topmost portion. It also doesn't take days before you can actually find a link in their directory, which means it will not also take a long time before your pages get indexed. On the downside, it may mean that you have to spend few hundred dollars every year. Once you stopped paying, your link will be removed. Free directories are cheap and can still provide you with inbound links. However, it may take even as long as one year before you can find your link right at their directory. This is because your website needs to be manually reviewed. Reciprocal Link Building There are less and less people who are into reciprocal link building perhaps for a number of reasons. First, it definitely spells hassle for anyone. It's usually a wait-and-see attitude for some. You need to see to it first that your link is added to their website before you will add theirs to yours. It could be vice versa. Moreover, there's a huge possibility that you will be denied of such link partnership, most especially if you approach those well-established ones. Nevertheless, reciprocal link building still works, and it may be ideal to know the strategies on how to do this right: 1. Go for relevant websites. Ask yourself, What is it for me to link to this website Since search engines are after relevancy, you may like to obtain inbound links from relevant websites. They are attractive to search engine spiders, and they are extremely useful to your targeted audience. 2. Get rid of page rank only mentality. You're apprehensive because you need to find similar websites with excellent PR. If you're basically starting out, you will likely get rejected a lot of times, unless you're really good in proving your worth. To improve your link building ability, it could be best if you settle for sites with small PR but with interesting information. During the next Google update, you will benefit from their page rank.

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