

Link Building - Link Building Campaigns - Link Building Management

Search Engine Optimization SEO has two distinct areas; the first being On-page optimization and the second, off-page optimization. On-page optimization is what you can actually do to your website that will affect your ranking on the search engines.

Link building (Off the page optimization), is by far the hardest part when it comes to SEO. Link building and link building management is getting other sites to link back to your own website. Like everything else in the world, links have varying degrees of quality, you get really poor quality links which can actually harm your website or you can get excellent links which will help your rankings tremendously. Obviously, the best quality links are the hardest to obtain.

Highly Trusted Links (Trust Rank)

The best kind of links to get, are links that come from Universities or Government websites. Search Engines give preferential treatment (weight) to these links and if you do manage to get them your website and SEO campaigns will certainly benefit from successful link building management.

The hyperlink is at the heart of the web - it allows people to move quickly from one document to another or from one site to another. This simple concept creates a powerful communication tool that can be harnessed to deliver your business or organizational objectives.

What are the benefits of link building?

Here are some of the primary benefits:

Following a link is the most popular way for people to find new sites. If a site or a writer that you respect gives a link to further resources, then because of that respect you're likely to follow it. Therefore, the more inbound links you have to your site, the greater the opportunities for people to find your valuable content.

Search engines give sites with good inbound links a higher ranking. The logic goes that if you provide outbound (outbound link building) links to other material you are providing a valuable service: and, if other sites link to (inbound link building) you then you must have content of value.

By providing links to other material you don't have to re-invent the wheel and create it yourself. In writing this report, we provide lots of links to additional material. We see this as a valuable service to our readers and it also makes good use of the material we collected in researching and developing the report. Successful link building campaigns link to trusted sources.

Having a linking strategy forces you to ask the fundamental question, "Why would anyone want to link to you?" The answer of course is that you provide something of value: you need to be clear about what that value is for successful link building management.

Inbound links help to build trust. If people see that a popular or respected site links to you, then their level of trust in what you say and what you offer is likely to be higher.

Perhaps most importantly, you become part of a community. In every field of activity on the web there will be a number of key sources. Linking to them and providing valuable content that they can link to will make you a part of a powerful virtual network.

How to Build Links:

The worst types of links are backlinks that come from Porn Sites, Pharma Sites or Gambling Sites.

here's a list of popular link building management methods.

- 1) Buy Links – The better the link, the more expensive they are. Can be expensive and has recurring cost.
- 2) Ask For Links – Either via Phone or Email.
- 3) Link Exchanges – Swap Links with other webmasters. Reciprocal links are not as valuable as one-way links.
- 4) Register with Directories – Register your site with a number of directories. Make sure they are high quality not Free for all link pages or link farms.
- 5) Write Articles – Submit your articles to article directories like Ezine.
- 6) Write Press Releases – Submit to sites like PRweb.
- 7) Use Viral marketing techniques – (link baiting).

Ideas on Link Building

Syndicate an article at EzineArticles, GoArticles, iShare, etc. The great thing about good article sites is that their article pages actually rank highly and send highly qualified traffic. Key to successful link building campaigns.

Submit an article to industry news site. Have an SEO site? Write an article and submit to WebProNews. Have a site about widgets? Submit to widgetinformationalsite.com.

Syndicate a press release. Take the time to make it GOOD (compelling, newsworthy). Email it to some handpicked journalists and bloggers. Personalize the email message. For good measure, submit it to PRWeb, PRLeap, etc.

Track who picks up your articles or press releases. Offer them exclusive news or content.

Trade articles with other webmasters.

Email a few friends when you have important relevant news asking them for their feedback and/or if they would mind referencing it if they find your information useful.

Write about, and link to, companies with "in the news" pages. They link back to stories and blog posts which cover their developments. This is obviously easiest if you have a news section or blog. Do a Google search for [your industry + "in the news"].

Perform surveys and studies that make people feel important. If you can make other people feel important they will help do your marketing for you for free. Many people link to the survey results as an informational resource.

Remember Link Building, Link Building Campaigns and Link Building Management are vital keys for successful SEO Management.