

Link Campaigning

As you know having links from other web sites is important not only because it helps traffic to your web site but Google recognizes your site's popularity with other web sites by the way they link to you.

If you have exhausted your resources exchanging links with friends and relatives you can go out and submit for links to Free Based and Fee Based listing directories. There are many hundreds out there. They range in price from free to \$50 as a one-time-fee. Some are subscription based like business.com that has a renewal fee of \$200 per year.

Getting links back to yourself is easy but a bit time consuming. You can hire your webmaster to do this for you if you don't have a means to do this on your own.

Make Your Own Site Profile

I prepare a profile from which to cut and paste from when I go from one directory to another. Click here for a sample [Link Campaign Profile](#)

Don't forget to work in some keywords into your link title and dscription text. You can get spammed alot from some of these directories sites so you might want to make a new alias email like **frank@mydomain.com** so that you can respond to link confirmations.

Many will require a link back to their directory in order for your link to be free.

What to Look For

To find a link directory just search for "business directory" or "link directory" in google to see what you find. When you go to a directory you will want to look for buttons like "Add URL" or "Suggest a Site" or "Add Your Web Site". Most of them will want you to find the category that fits your web site first before clicking the "Add" button. If you still have trouble, look for a link like "How to Add a Site" or "Help".

And here are some links to free directories that will help you get started:

www.bigfinder.com

www.linkcentre.com

www.accoona.com

www.netinsert.com

www.searchsight.com

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