

Quality Inbound Links

Many have heard me say that you need to get links any where you can get them and this is true for the most part, however, a good quality link could be worth hundreds or even thousands of so-so links.

There are a few things to keep in mind about how links effect your web site:

- inbound links help drive traffic to your web site
- inbound links help search engines find your web site
- relevant links will help your web site rise up in search results

I have used this metaphor when describing quality links: "...launching a new web site is like raising a sunken ship from the floor of the ocean".



Links from your friends sites are like little balloons tied to your web site. Together they have an effect but not as much as a large weather balloon. Think of the large balloon as the quality link. The more of these you have the faster you raise your web site to the surface where it can be seen.

In a previous article I talked about [link campaigning](#) which talks about the directory link strategy with more detail.

What makes a quality link?

Links that come from sites that have high [Page Rank](#) is a good place to start. Look for a Page Rank of 5 or better. Chances are these types of links may come with a cost.



If you find a directory that offers a free or one time fee for a link, check its page rank before wasting your time.

Now look at this directory. Is it a free-for-all? Can anyone get a link from this site? Or is the directory looking for resources that fit only one industry or perhaps a niche like "Amateur Photography".

What makes niche directories of better quality is the type of text around the pages. Chances are a site listing a bunch of artists is going to be talking about art. This site

represents artists and is recognized by at least Google as an authority on art or maybe specifically a genre of art like surrealism. Now that is specific!

So take a look at your industry and find out if there are any industry related directories that you could get a link back to your web site with.

Don't stop at directories. Lists of any kind are helpful. Charity organizations and clubs all have places to list who is involved. Your local city chamber would be a good place to start as well for locality sake.

Blogs are your friend

You won't have any trouble finding a blog these days because many people write blogs to be topical if not only because they have a lot of time on their hands. If there isn't a conflict go ahead and contact the web or blog owner to see if they would be interested in trading links.

Blogs usually have a comment area so that you can give your two cents about the last post. Many spammers use the comment tool to get a link back. They are too obvious and most blogs of quality moderate their comments. Which simply means the disingenuous comments get deleted before they are displayed on the site.

However, if you find a blog that complements your industry or your web site specifically, try offering genuine comments related to their post with a link back to your site and maybe they might let you have it.

In terms of links; "Givers Get".

Again make sure the page rank is high. For blogs maybe a page rank of 4 would be good enough.

Trusted Sites

Any time an aspect of the Google algorithm is discovered tens of thousands of spammers try to capitalize on it. Google is well aware of this and will adjust the algorithm to yield the best search results.

The little black book of tricks can be thrown out. Google scans pages and can see if the site is trustworthy or not. It does this by analyzing the text to see how the text is used in relation to other pages.



You should be able to tell if a site is trustworthy just by reading. Do you get information? Or do you get confused?. Do you find yourself asking; "...why did they list all those cities and states in a peculiar fashion..?"

If it doesn't make sense it probably won't

make sense to bother getting a link.

There are many web sites out on the web that have a “link” purpose in mind but nothing else. These types of sites can do damage to your web sites search results.

Make sure there is real content on the site.

Articles about your Company

It has never been easier to get published. Now you have two mediums; print and the web. Get an article or press release written and try to get it published at as many web sites as you can.

There are plenty of print magazines coming out all the time and they usually have a web equivalent where words and links about your company can be posted. There are twice as many eZines online too with many niches to capitalize on.

Don't forget that content is king. You could go to any niche web site and offer your article for free in exchange for the link back.

Why? Because many good web sites are content challenged as are some newsletters. I would have no problem giving a link to someone who is offering me free content. Heck I could get my weekends back!

Having links in the context of an article is even better.

Examine problems and solutions in your industry and there will be your next topic to converse about. Give an opinion!

Marketing on the web will require that you participate. If you can't write or don't want to write consider hiring a writer.

Contact [Site Mechanix](#), we use writers all the time to get content published. Writing is a lot of work and we need help with it too!

Link Text

Instead of just the name of your company (like I just did above), put topical keywords in the link text like this:

[List of Web-Oriented Copy Writers by Site Mechanix](#)

Sales copy is one thing but keyword-engineered text is another when it comes to marketing on the web.

This is just an example because I should point this link to a relevant page that contains a list of web-oriented copy writers because that is what you would expect to find once you clicked on the link.

Can you see how rich and compelling that link is compared to the previous one?

Conclusion

So quality links are better than so-so links. If you have surfed the internet any length of time you should be able to spot trustworthy and authoritative web sites from which to inquire about getting links.

You can just search for directory links but try to find meaningful and high page ranking web sites before wasting your time on them.

Links embedded in content are the best because targeted keywords surrounding your link and in your link text will be relevant especially when landing on a relevant page.

Posted on March 8th, 2008 by Karl Knelson