

One Way Links Are Important When Ranking Your Website

Reciprocal links are links that you place on your site in return for incoming links to your site. Permanent one way links are much better, and will get your site higher link popularity than reciprocal links. It's easy to see that there are many advantages in acquiring one way links. One way links are great and you need to get quality links, the only draw back it is not always easy getting quality links. The reason why one way links are so important is that you don't have to worry about the links from sites that are considered bad neighborhoods, what this means is that since your site does not link to the bad neighborhood you do not have anything to worry about. A bad neighborhood is a site that is banned from Google.

One way links will benefit your site the most, but they are difficult to come by. Links from search engines or directories are a form of a non-reciprocal linking. In most cases, inclusion in directories will increase your rank as you get high quality links to your site. Directories are not search engines. Another way to earn more trusted links from web directories is to utilize a web directory where a fee must be paid to use it. Link Directories or web directories are sites that are divided into categories, each category will have many different sites with links and descriptions, this makes it easier for internet users to find what they are looking for. Major search engines such as Google, AltaVista and. Incoming links from web directories are more beneficial than link exchanges.

Writing articles is a great way to establish one way links. Do some research on your keywords you are going to use and include this in your bio. Submit your article to as many article sites as possible with your link. Other webmasters will see your article and use it for content on their sites, the condition is that they need to keep your link intact.

When using an anchor text the search engines match the keyword with the words around it so it know if they keyword is relevant to the topic, plus the search engines look at the site to see if there is a correlation. When you hear the term anchor text everyone is referring to the name that is associated with the link that points back to the website. One way links coming to your site with Keyword Rich anchor text is only true beneficial link. Generating links that contain anchor text will boost your website rankings. Links to your site, using your keywords in the link text are still the key to ranking well today.

You probably heard "Content is King" in all SEO forums and blogs. If a site has many links 25 plus on one page and most of these have nothing to do with the site, this is viewd as a spam site. Of course, great content will also encourage a higher percentage of your visitors to buy from you.

Buying links in the long run can become very expensive, so be careful when purchasing links. The more articles you write and distribute the more links, the more traffic you will receive to your site. One can use this method to try and draw in user traffic as well as use other procedures to bring visitors to their particular site. The best way to increase website traffic is to get the word out amongst Internet users in any way possible.

About the Author

David Marc Fishman is the owner of [free article script](#) site and [content](#) site that is also free.

Source: <http://www.articletrader.com>