

Link Building, Best Practices

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One of the most important activity in the seo adventure is the Link Development Campaign, yes I know, many of you already know that. But how many of you are making a real good Linking Campaign?. I know webmasters that are even still using those linking generation seo softwares that are beign sold in the market today. I think is time to have a more serious look into your site's business.

Your website needs to be a real resource of information for your visitors, I mean, your site needs to have a lot of links to useful information about what your business matters and to related sites that can be complementary to your site, services and products. At this stage, please dont think about search engines ranking, just write your site's content like you only are providing with information for your customers and visitors. This will pay you, first you will have your visitors coming back again just because they find your site is a very useful one.The spiders will make the rest,

When crawlers will come to your site, they will see and follow every single link at your site and will index your site like it does for any site, but with the advantage that all those links will become a real resource of keywords that will point to your site. You can see a very clear and live example few lines above (the link 'search engines ranking'). Work on your site to be an important site, and finally your site will be an important site.Selecting good sites to link to,

As I said, linking to irrelevant sites is not a good idea and of course having reciprocal links to porno and adult sites just to increase your PR, will damage your seo adventure for sure. In fact having reciprocal links with good and well reputed websites will give your site a real value while increasing your PR without worry about any penalties from search engines. Linking to related sites is also better than linking to non-related sites. Currently I have no proof about if you get or not penalized by linking to non-related sites, but I think it is a good practice to not to do so.

To be continued...