

What links here and there and everywhere?

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If you are asked to choose the best link Options, which one would you choose for? Is it 1. Reciprocal Link Exchange? 2. One Way Link Exchange? 3. Three Way Link Exchange?

From my experience I would say I don't bother whether it's Reciprocal Link Exchange, One Way Link Exchange, or Three Way Link Exchange. The vote should be for "Good Backlinks". Let me tell you why!

Links are like heartbeats of your website. When they stop beating, your website is dead. You may have also heard of the related terms "Link Popularity" and "Link Development". The success of a site is dependent upon the Link popularity of your site. So, if your site is of good, unique and informative, it's bound to get rewarded because I believe good and great deeds are always rewarded. Here your reward is good number of backlinks from other sites. The most vital point between is to concentrate on the qualitative aspect of the links and not just go on increasing the number of links for your site.

In many SEO Forums you will find questions "I have 100 backlinks for my site but Google is showing only 25 links. Why is that?" Google and MSN concentrate on the qualitative aspect of the links. Google considers the quality and content of the links while determining a web page's importance. So, concentrate on quality link building only. May it be Reciprocal Link Exchange, One Way Link Exchange, Three Way Link Exchange, it doesn't matter. Here are some ideas to get quality backlinks.

1. Create link Baits. It's indispensable for your blogs/website. Link baits not only improves website traffic but also improves the quality of link requests you get from other related sites. IMO, there is no replacement for Link Baits.
2. Submit your website in top Web directories (Related to yours websites Content, Products and services.)
3. Grow your network by participating in the Social Media websites like Facebook or Myspace. (Again related to website Content, Products and services).
4. Write and submit articles to Article Directories (Related to yours websites Content, Products and services.
5. Use Link Tools like Alexa, WebCEO, Arelis to get back some good high-quality sites to which you can send a backlinks request and eventually link your site with those sites. So, this is another great way to develop links.
6. Post on relevant Forums .
7. Write Press releases for your site and submit to PR sites. Here you can also implement "Viral Marketing Techniques" and create a hype of your product/services before they are actually marketed.
8. Participating to related Good Link Programs .
9. Do not go for Affiliate Linking. It's just a waste of resources. Most people believe that Affiliate Linking can also be great source of Link Development but it is not so!
10. Write Blogs and submit it to Blog directories (related to yours websites Content, Products and services. Do not forget to ping and trackback your blogs.

Actual content of the back link is as important as other aspects of SEO. Link Building is not an easy job nowadays because of Google's high requirements. Both Google and MSN ranks based on qualitative links. But still, I will go with Google. Google's algorithm is very Fluid but trust me, if you have a killer content Google will never let you go unrewarded. So stay positive with your site Concentrate on Good and Quality Link Building. Be patient!!

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