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Gail Buckley & Greg Land



If Content Is King. Then The
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You Have Been Searching For.

Your Full Spectrum Content Provider!

**Building Your
All Important
LINK POPULARITY**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"There has never been a statue erected to the memory of someone who let well enough alone."
Jules Ellinger

Building Link Popularity

Many search engines are starting to place relevancy of sites based in part on link popularity. The presumed robotic reasoning here is that the more sites you have linking to your site, the more valuable the content on your site must be and therefore, the more relevant. Nowadays, link popularity algorithms even go a step further and consider the link popularity of each originating page, meaning that when a highly-popular page points to another page, it makes the target page popular too.

What does this mean for you?

It means that the more links there are pointing to your web site, the more popular your site is perceived to be, the higher you'll rank with the search engines. That is, assuming that the links to your site are quality links - relevant to your site's content. Lots of incoming links also means lots of incoming traffic, whether referred by the search engines or not.

So should you work on building you site's link popularity? You betcha! But not without a game plan.

The most important thing to remember is that **quality is more important than quantity**. Rather than linking with everybody and their brother, you're better off forming strategic alliances with just a few select sites. Your Web site "real estate" is limited so that's really all you have room for. You don't want to ruin the selling effectiveness of your own web site by adding too many offside links, but you can get excellent results with a select few.

Some Links are Better Than Others

Some factors you should consider when assessing the value of a particular link are:

- *Permanency*. A permanent link to your site is far more valuable than a temporary one, as in the case of some automated Free-For-All links pages.
- *Popularity of linking site and placement of the link on this site*. Front page placement on a high traffic sight is, of course, the most sought after type of linking arrangement.
- *Plain vs descriptive*. Descriptive links are far more enticing than plain URLs.
- *Context*. Links are more effective if they are included in some kind of informational context (like the links on this page!)
- *Competition*. Having a link to your site buried in a long list of similar (competitive) links is obviously less valuable than being singled out as an exclusive recommendation.
- *Relevance*. Ideally, the site linking to yours should be a source of optimal traffic to your site, which means that it should be one devoted to a similar topic. The very best kind of links are.. themed reciprocal links.

Themed Reciprocal Links

Reciprocal links, used properly, do increase your search engine positioning. The key phrase here, however, is... used properly. Your aim in generating reciprocal links should be to create a truly helpful Web resource or Link Directory. You should only request links from Webmasters whose site themes are consistent with or closely related to the theme of your Website. Tightly themed Link Directories get high ratings from search engine robots, but only if they are true resources of organized knowledge.

Search engines are getting very smart in their query result rankings. They now include all kinds of advanced calculations pertaining to how links point to you and away from you. They can include keywords in their algorithms to determine how tightly linked your themes and subjects are, so you shouldn't try to fool them into better positioning by including a lot of Websites that are outside your site's central subject matter.

It all comes down to those crucial keywords again. Even better than tightly themed reciprocal links are tightly themed reciprocal links including appropriate keywords.

SIDEBAR: If you have an affiliate program, you should make sure that any sample links or ads you provide to your affiliates include keywords in the text that links to your site.

Also, evidence is growing that links within your website can influence your ranking when they include important keywords. Therefore, you should cross link your pages with links that include your important keywords. When the search engine robots spider from your home page to your interior or doorway pages, they are more likely to rank you higher if those links include your targeted keyword or keyword phrase.

So, now that we know that tightly themed reciprocal links are currently in vogue, how does one go about getting them? One way is simply to ask for them.

General Guidelines for Requesting Reciprocal Links

1. First and foremost, you have to establish yourself in the online marketplace as someone to be reckoned with and, of course, have a site well worth linking to. Concentrate on building quality content on your site, so that other webmasters will have a reason to link to you or seek you out with exchange offers.
2. Then, unless you already have many sites in mind you want to link to, head on over to your favorite search engine and enter in keywords that describe your site or sites that you would like to link to. When the results come up, click onto the sites that sound interesting and take a good look around.
3. If you like what you see when you visit a site, check to see whether the Webmaster already has a links page. If you cannot find one, the odds of your getting a receptive response to your link request are probably slim. Still, it never hurts to ask.
4. When you're satisfied that the sites you have visited are of high quality and are consistent with the theme of your Web site, sit down and write each Webmaster a personalized email. You should be able to find the contact information for each site owner on their home or index page.

5. Do NOT commercialize your message in any way. If your email sounds at all like a sales pitch, its a sure bet the recipient will toss it. The only link you should include is one back to your site in your signature file, so your recipient can take a look at your site.
6. In your e-mail start off by complementing the Webmaster's site, relating unique information about it's layout or content (so he/she will be hard pressed to consider your e-mail spam). Keep your request short and to the point - no long winded explanations are necessary.
7. If you're writing to many different Webmasters, make sure that each message you send is fresh, original and utterly appropriate to each particular Web site. Emphasize how linking to your site is going to benefit their visitors. Focus on how, by linking to you, their visitors are going to view them as an even greater resource.
8. Do NOT use "Let's Trade Links" in the subject line of your message. Use each Webmaster's name and a personalized comment - or better yet, put their URL in the subject line. There is nothing that catches a webmaster's eye like an email with their own URL in the subject.
9. Be persistent - but only up to a point! If you receive no response to your first offer, you might try sending another e-mail and upping the ante of your proposal. Instead of simply asking for to link to you, offer to exchange links (as long as it's clearly a win-win situation for both of you). You might also try calling people directly.
10. If you don't receive a reply to your second communication, do not ask again. You'll have your answer and any more emailing might well be considered spam.

Your success with this strategy will depend primarily on the quality of your web site, and your ability to target those webmasters who are most likely to reciprocate with you. Remember, the word reciprocate implies a mutually-beneficial relationship.

If you're thinking that this all sounds like a lot of work, you're right. It is. But if you get quality links back to your site it's worth the effort. Of course, there is a far easier way to accomplish the same thing. If you're seriously interested in building your link popularity the right way, one terrific tool that will provide all the help you need is [Zeus Automatic Reciprocal Link Generator and Link Directory Creator](#).



I can't recommend [Zeus](#) highly enough. Not only will it will help you find quality sites for the purpose of exchanging links, it will also help you find sites that contain content that is similar to yours. This revolutionary robot will travel the Internet matching your unique Web site themes and contact the web site owners requesting them to trade links with you. This one-of-a-kind program will also help you create a unique vertical link directory on your Web site that looks professional and is very well organized. One good reciprocal link can give you the same traffic as a major search engine and, with Zeus, you can easily have thousands of reciprocal links - without sending out a single email yourself!

Several other excellent link building software tools and services include:

[AffiliateFinder](#)

Would you like to know how to find hundreds of super affiliates that want to promote your program, products or services (by linking back to your site, of course)? How about finding out your competitors Affiliates and recruit them to your program?

During the year 2002, Roy Oron made more then \$500,000 in sales through the Internet by selling his downloadable typing tutor '[Touch Typing Now](#)'. His site commands more than 8,000 visits per day. He did it and he'll show you how, how professional Internet Marketers use this genius breakthrough technology to EXPLODE their sales.



With just one click you will be able to:

- Get all the traffic in the world for FREE.
- Recruit the super affiliates in your industry for power linkage - It is so simple you wouldn't believe.
- Spy on your competitors and find THEIR super affiliates - this is a 10 minutes Process.
- Get targeted traffic.
- Boost your Sales conversions.
- Explode your online sales.

Plus, you will be able to locate your competitors super affiliates in one click of a button. The [Affiliate Finder](#) includes two breakthrough software tools and an ebook that will show you how simple it is to recruit the super affiliates in your industry. The process is very, very easy to replicate and most importantly extremely profitable.

[Internet Success Spider](#)

If you want top search engine rankings, across different keywords, and different search engines, link popularity is THE golden key! Although originally designed to track down, super affiliates, Neil Shearing's nifty [Spider tool](#) is also super effective in hunting down "power links," links with popular sites that really count with the search engines.



You just enter a website! Then the software:

1. queries the search engines and finds out which sites link to the site you entered;
2. queries the search engines AGAIN and finds out how many sites link to each site, and returns the results in order, from most links to fewest. The ones with the most links are the POWER LINKS of the website you entered!

Neil also supplies you with his own "*Irresistible Formula*" for getting the POWER LINK SITES interested in linking to you. The software runs in your web-browser so it doesn't matter if you have a PC or Mac, there's no downloading, editing, uploading, installing, setting permissions, and all the other nightmares. You just access a web page and the [Spider](#) is ready to go!

[OptiLink](#) - Total Link Analysis for Webmasters

Want a Top Ten Search Engine Position? Then reverse engineer the linking strategy of any top 10 site and make your site out-rank it! [OptiLink](#) makes this a breeze! It's the ULTIMATE LINK ANALYSIS TOOL.

To quote Michael Campbell: *"I just scored another major victory. Thanks to OptiLink I'm now #5 on Hotbot.com for another ultra-competitive keyword. OptiLink gives you the information you need to re-think your entire linking strategy."*



Bill Gentry said *"I found OptiLink to be an extremely easy program to set up and understand. It provides a wealth of information about links to your site in minutes that would ordinarily take you hours to compile on your own."*

Search Engine Expert Stephen Mahaney sums it up succinctly: *"Now that OptiLink is available, it's unrealistic to expect to maintain high rankings without it."*

Other Ways to Get Linked

In addition to swapping or exchange links with other non-competitive, but similar subject sites, you can try the following strategies:

1. If your Website is one of value to other webmasters (rich in relevant content), simply add a "Link to Us" page to your site and post the suggestion on all your top pages. Make sure you include a variety of linking options, and provide explicit instructions on how your visitors can implement those options. (You can also offer links to your site in exchange for free advertising or as contest entry incentives).
2. Use "viral marketing" strategies. Give away valuable, content-rich informational products, such as your own eBooks. In the case of eBooks, other webmasters will not only post these products at their Websites, they will also offer them to the visitors of their sites, who will offer them to their site's visitors, and so on and so on. If your eBook contains links back to your site, which it should, your address will be spread, like a virus, all over the Web without your having to lift a finger or pay a cent!
3. Same thing with your articles. Webmasters are always looking for free content. Supply it to them, making sure to include a link back to your site in the resource box at the end of each article. Every article posted will garner you a link back from whatever site is doing the posting! In this way, you're helping others as well as yourself. And this is a great way to build your credentials and credibility as well as bolstering your site's popularity with both the public and the search engines!
4. Create a link-worthy article archives (like the one on this site!). If you have written or collected a number of ezine articles, you could create an article section on your site for other Webmasters to link to. If your articles contain a lot of useful information and are organized effectively, your article archive or sections of it could become a real draw for other Webmasters as a way to help and inform their prospects.
5. Here's another way to benefit from digitally delivered products. Create your own free, downloadable e-book or software tool and list it at every shareware, freeware and ebook directory you can find. Most will link directly to the downloadable file, but many will also add a free permanent link to the product page on your site.

6. Use freeware or CGI programs to provide free services or attractions at your site that will entice visitors to want to revisit or link back to you. You might offer free search engine submissions, classified advertising, polling, discussion boards, chat rooms, contests and so on - anything that will make your site a popular place to link to. Check out our [CGI Script Resources](#) to get some ideas for services that will help create links for you.

7. Participate in link list exchange services, where you agree to add a link list page on your site, while other participants add a page with links to you in exchange. These exchange services work well as long as they are not easily identifiable, although they are not without controversy. As you might expect they do not sit well with search engines, especially those that base a large part of their relevancy rankings on link popularity.

8. Join Link Popularity Programs. Run mostly by search engine optimization specialists, these programs allow you to trade links with other sites for the specific purpose of increasing link popularity. When you join you'll receive a list of new Web pages that contain links to other sites. You must upload these links to your own server and submit the pages to the search engines. At the same time as you are doing this, hundreds of other Webmasters are doing the same thing for you. A few of the better link popularity programs include: [Link Topper](#) & [Links To You](#).

(These services were popular for a while, but by now the search engines have caught onto this type of contrived inflation of link popularity and most ignore (and may even penalize you) for using such services. So, if you're going to use them, you may be doing so at your own risk.)

9. Join a Web Ring. Web rings go a step further than link exchanges by linking "networks" of related sites. When you join you'll get a small piece of html code to include on your site. A visitor clicking on that code or on a similar link on other participating sites, will be taken to the site that is queued in the ring. If you're going to go this route, make sure that the ring you join is consistent with the image you want to promote. If this sounds like something you'd like to participate in, head on over to [Yahoo! WebRing](#), where you can either join an existing ring or create one of your own!

10. When posting on message boards and at other discussion areas, include a signature to your posts along with a link back to your site. Message board threads are not typically indexed by the search engines, but sometimes they are. If nothing else, you might get a bit more traffic to your site.

11. Start your own affiliate program and pay (a percentage of sales) for other sites to link to you. This is the ultimate win-win linking strategy. You benefit by having others link to your site and sell your products and services, and your affiliates benefit by earning cold, hard cash! With all the software and affiliate services readily available it's relatively easy to set up and run an affiliate program and it could do wonders for your bottom line. (A word of caution, however. Do not attempt to set up an affiliate program until you have a proven site that sells and a strong sales record. This is not something you should do right off the bat!)

12. Of course, the fastest and simplest, if no longer the most popular, way to build lots of links to your site is to simply submit to FFA sites. This is not something you should do manually, as you will see very little return for your effort. But since it only takes a minute to spread your links to thousands of sites all over the Web using software like [Sub-Zero FFA Blaster](#), it can't do any harm.

(If you're going go the FFA submission route, begin this a few weeks before submitting to the search engines and do it consistently and often, as links drop off pages fairly rapidly and you want to make sure you are on them when the FFA pages you submit to get re-spidered by the search engines.)

Award Site Links

Talk about going from the ridiculous to the sublime! One terrific linking strategy that is often overlooked is hooking up with Award Sites. There are hundreds of these online that offer awards for Web design and content, no matter what your skill level. So, if you think you have a darn good site, go ahead and apply.

If you're looking for award links specific to your site's theme or content, you can head on over to Awardsites.com to find a more comprehensive listing. Not only will winning some awards boost your link popularity (as the award sites will link back to you), but you'll get hits (traffic) from the sites giving you the awards.

When all is said and done, the best way to get links back to your site is to develop a high quality, content-rich website. Then build your link popularity one link at a time.

Link Popularity Checking Services

These services are essential for two reasons: 1) You want to keep an eye on whether the Webmasters with whom you have reciprocal link arrangements are indeed keeping up with their part of the bargain; and 2) You might want to check to see how popular web sites you're thinking of linking with really are.

- [Link Popularity Check](#)
- [LinkPopularity](#)
- [Webposition Link Popularity Checker](#)
- [Marketleap Link Popularity Analysis](#)

Several search engines also enable you to check your link popularity. Simply go to:

- [AltaVista](#): Type in: link:your-domain.com
- [Google](#): Type in: link:your-domain.com
- [HotBot](#): Enter your URL in the search box and select "links to this site" from the drop down menu under Options.

You'll also need to keep an eye on your site's referrer logs, so you can see at a glance how much traffic you're getting from your reciprocal links. Remember - no matter what type of arrangement you've worked out, each party needs to benefit approximately equally for the relationship to last. If you see that someone is only sending you 1 visitor per day and you know you're sending them at least 20, that's selling yourself short.

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and

more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Traffic Building Basics Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Traffic Building Basics](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Link Equalizer: The Next Generation Linking Solution](#) - Jeff Alderson & Adrian Cooper

"With This New Autopilot Solution, Instantly Getting An Ever Increasing Number Of First-Rate Links Pouring Into Your Website And Skyrocketing Your Long-Term Search Rankings Has NEVER Been Quicker Or Easier!"

Now you can say "Goodbye" to the mind-numbing work of trying to stay on top of the search engines with a new members only site by Jeff Alderson and Adrian Cooper called [Link Equalizer](#). It's an easy-to-use tool that allows you to gain an always growing number of FREE one-way links from a targeted member base. Once the links start flowing in, Link Equalizer can match your site for relevance based upon a wide range of categories!



The bottom line is:

- You won't have to waste hours of your time emailing other webmasters or doing other tedious tasks to gain long-lasting rankings again.

- Simply fill in a few blanks and make a few "brainless" tweaks to your website! Then, you'll be up and running in no time! So you can...
- Dominate The Search Engine Traffic Rankings And Skyrocket Your Websites' Popularity For YEARS To Come!

Plus, so much more. **Simply put, [Link Equalizer](#) is your ultimate time saving, money-making tool search engines love... For you to treasure month after month for years to come!**

So, stop wasting your time with reciprocal link directories, struggling to write new content, or paying for expensive one-way links... because [Link Equalizer](#) allows you to sit back, relax, and watch as your site climbs the ladder of search engine rankings!

[Traffic Secrets](#) by John Reese

If you haven't heard all the buzz about this amazing mega-course you've been living under a rock, because NEVER has there been so much commotion over the launching of ANY internet product. I am not going to go into John's extensive credentials here, but suffice it to say he has a SUBSTANTIAL following on the 'NET and for a very good reason. He has a proven, astoundingly SUCCESSFUL track record over 15 years long. In [Traffic Secrets](#), he finally opens up and reveals ALL the secrets that have made him such a phenomenally successful online marketer such as...



- How to build and geometrically grow the number of highly targeted leads and prospects coming to your website that translate into CASH and PROFITS...
- How to leverage your lead generation to gain more consistency in the number of prospects you get, and create more stability and growth in your business...
- How to build so much momentum in the flow of visitors coming to your business, that taking your website down is the ONLY way to stop it...
- How to easily discover which sources of leads are REALLY making you money (and quickly trash the ones that are sucking your time and profits)...
- How to get as much as 4-5 times more leads for the same advertising dollars, and squeeze every ounce of profit out of every visitor you generate...
- How to tap many "hidden," super-abundant sources of good quality leads (as many as several hundreds of thousands) for absolutely 100% ZERO cost...
- How to dump, once and for all, all the dumb, costly and ineffective methods that only create one-time spurts of junk traffic that will NEVER buy from you...
- How to create and follow a complete "attack plan," especially if you're currently relying on only 1-2 sources for generating your leads -- because they can change and dry up overnight (they often do)...
- How to get your hands on proven, time-tested lead generation strategies that really WORK — and not just "sounds good" regurgitated "theory" that everyone and their dog has seen, read or heard before...

And a whole lot more! Basically, in [Traffic Secrets](#) John reveals what's essentially his whole life's work — a compilation of the exact secrets he's used over the course of 14 years as a result of testing, tweaking,

struggling, failing and wasting tons of money on the Internet... to ultimately succeed in drawing floods of qualified prospects to his websites (to the tune of over 1.57 BILLION visitors and counting!) and making insane profits. So, if you really want to learn all there is to know about drawing traffic to your site from someone who *really does know* all there is to know, I highly recommend that you [get this course](#) now.

[Link Explore](#) by Sumantra Roy

(Click the link in the upper left hand corner for "Link Popularity Software")



Looking to get TOP 10 rankings in GOOGLE and YAHOO? STOP doing it the HARD Way! This amazing new software helps you skyrocket your sales and profits by helping YOU get TOP 10 RANKINGS in GOOGLE and YAHOO with ONLY 2 hours of work -- or your money back!

If you'd like to blast your way to the top of Google and Yahoo, increase the traffic to your site by more than 628%, get hundreds of new customers and leads from the search engines AND if you want to be able to do it with LESS than 2 hours of work, then you need to investigate [Link Explore](#). It was created by Search Engine Expert, Sumantra Roy, of *1st Search Ranking*, and is the very software that he personally uses to take his own and his clients' sites to the top of Google and Yahoo! for any keyword that he targets quickly and easily! If you are looking for an effortless way to increase you link popularity, [this is it](#). (Click the link in the upper left hand corner for "Link Popularity Software")

[Optilink](#) - Total Link Analysis for Webmasters

Want a Top Ten Search Engine Position? Then reverse engineer the linking strategy of any top 10 site and make your site out-rank it! [Optilink](#) makes this a breeze! It's the ULTIMATE Link Analysis tool.



"I just scored another major victory. Thanks to OptiLink I'm now #5 on Hotbot.com for another ultra-competitive keyword. OptiLink gives you the information you need to re-think your entire linking strategy." -- Michael Campbell, Search Engine Expert,

"I found OptiLink to be an extremely easy program to set up and understand. It provides a wealth of information about links to your site in minutes that would ordinarily take you hours to compile on your own." -- Bill Gentry

"Now that OptiLink is available, it's unrealistic to expect to maintain high rankings without it." -- Stephen Mahaney, #1 Search Engine Expert

[Zeus Reciprocal Link Generating Software](#)



[Zeus](#) is an intelligent, automated Internet marketing robot that generates reciprocal links and creates a link directory for your website. It will travel the Internet, matching your unique Website themes and contact the website owners to trade links with you. It will also construct an organized vertical Link Directory on your site. A totally new concept in generating web traffic, this revolutionary software product

has features and benefits that enable it to create traffic to your web site, in numbers beyond your wildest dreams. One good reciprocal link can give you the same traffic as a major search engine and, with a [Zeus robot](#), you can have thousands of reciprocal links. [Zeus](#) generates both new and return visitors to your site. If you're truly serious about building effective reciprocal links, this is - *hands-down* - the best software for the task on the internet today.

This report is brought to you by The WOW Corp. Series of Sites

WOW: Where Vision and Value go hand in hand with Information and Opportunity!



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"If You Can Find A Better Deal on Any Product We Offer Anywhere on the 'Net We Will Gladly Purchase The Product For You!" <http://www.the-wow-experience.com>



[The WOW Content Club](#). Your Full Spectrum Content Provider.

If Content Is King, The WOW Content Club is the Kingdom You have been Searching For. We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



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Look for this Logo on Quality Niche Information sites all across the Internet. Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly. To get your piece of the action, visit us today! <http://www.the-wow-empire.com>