

Myths about Links, Links and More Links:

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“Myth 1: You have to pay to be submitted to Google search engine”.

Well let me explode that one myth.

When your website is first launched Google will not know anything about it. After all, someone has to tell Google about your new site.

But you have a couple of different options to ensure that you are found initially by Google. Either you can submit your website URL to Google yourself (<http://www.google.com/addurl>) for free or someone can put a link on their website pointing back to your website. It only takes 1 link.

With the number of websites in existence now numbering in the millions, no one can predict how long it will take before Google or other search engines to visit your web site; but it will happen eventually.

What does this step guarantee? It only guarantees that Google will know about your website; and that's critical in starting the process of being included in the search results.

“Myth 2: Reciprocal Links are the kind of links that you must have”.

Once your email is published on your website, you'll probably start getting the occasional odd email from someone wanting to exchange reciprocal links because 'it's what the search engines want'. (Exchange reciprocal links simply means I'll put a link of my website to your website if you do the same for me.) But is there value in exchanging that link?

Yes, there is some value. But the key here is making sure the two websites exchanging links are on the same topic. If you're a massage therapist a reciprocal link with a local spa would be a good advantage to you. If you're in the health field and know someone who provides similar but different services that you do, that link could be of benefit to you.

If you do a search for services related to your business on Google, you should come up with a list of good candidates for link exchange. These types of links, again along as they are directly related to your business in some way, can add value to your business. But they are not the 'solution' that many web firms still state.

But what about the current myth: **“You need thousands of reciprocal links to increase your page rank”**.

To break the myth, tons of reciprocal links won't get you to that number one position in Google or Yahoo that you crave. Both Google and Yahoo look at a lot of factors related to your website, and links are just one part of the picture.

“Myth 3: You must have your website listed in a links directory.”

Is a website directory of links the answer? The answer is clearly no.

Why you don't want to work with Link Farms:

You've seen hundreds of them no doubt on the web. For a while Google and others were using them to help gauge the popularity of a website. The more link farms that you were mentioned in, the higher your web presence was considered to be. But not any more.

Lots of web savvy people got in the game early on and created and maintained link large directory listing of any and every website URL that they could get. Some directories charged a small web site listing fee.

Google and other search engine began to understand that there was no real value in these link farms. There was nothing about content of a website – yes, these links would be categorized but there was no way for Google or others to know if there was actually any real merit on a web site. Additionally since there was no content related to the web site URL link, there was no way to verify that the category for the link was accurate.

Now participating in a link farms doesn't really add any value to your web presence with one exception.

A new breed of link farms:

A new type of 'link' farm evolved which is single topic focus. You'll see them all over the web. Lawyer.com is a great example. On their site you can locate a lawyer in your local area or in the specific area that you need. By accepting only URL's related to the legal profession, the ambiguity of older model link farms is removed.

There are many of these specialized link farms and it can be a good part of your linking strategy.

But you'll also have to consider the cost. One of my lawyer clients belonged to 'Lawyer.com' and paid annually several thousand dollars to be a member. He got the promised leads from the site, but these leads were few and far between. Ultimately he choose to drop his listing in the website and now get more targeted leads to his expertise and local after we optimized his site.

The bottom line, only the number of leads generated from a web site listing can validate that the related costs are benefiting your company.

“Myth 4 – Any link is a good link”:

Clearly the answer is no. Linking to a site in the adult industry clearly won't help you regardless of your site's subject matter. Choose your links carefully.

A health provider can build a whole series of links that are clearly related to their subject matter. Even a link to the National Institute of Health could be a benefit if you've written an article and want to use them as a 'resource for a fact contained' in your article.

Certain website are given more 'value' by Google and the other search engines. If you look at the page rank of the National Institute of Health you will see that it has a high rank. So include a link to these larger established companies and institutes when it's appropriate for your web site content.

So choose your links wisely and make them appropriate to your website's content.

“Myth 5 – It's the volume of links that matter”:

Unfortunately no, it's not the sheer volume of links.

Recently I heard a speaker at a networking event proudly stated that he had over 300,000 links pointing to his website. He was thrilled with his results – he was getting 2 or 3 qualified leads a week. And as we all know qualified leads usually translates into real business.

In comparison, a client of mine has less than 100 links. He gets easily 2 to 3 qualified leads a week that routinely turn into business. Why the big difference? The client has links that are only related to his subject content. He's included in local directories that make sense. His presence on the web has been targeted to his unique business, and only his unique business.

Clearly this is but one example of why 'sheer volume' is a fallacy.

The final evaluation is in the number and quality of links pointing back to your website. After all the website visitor on average will scan a site's content for less than 30 seconds before deciding that it's appropriate to their search.

Getting targeted traffic can make the difference and ensure that the leads turn into clients. And the income generated provides the funds to support the website and your business after all.

In conclusion:

So if all these are examples of what NOT to do, is there a way to get those links that are topic related? Is there a way to get those links to multiple without having to ask for reciprocal links?

The answer is simply yes. There are a number of ways to build links back to your website and I'll outline them here quickly.

Add links on your site that are topic related.

Searching out websites that are topic related that can provide a link back to your site.

Blogging, yes you've heard of it. Creating and maintaining a blog the 'right' way will help multiply your website links in a short period of time.

RSS feed is another way to create those links. It can require quite a bit of initial up front time and certain amount of web savvy in order to implement. But the results can be worth it.

Writing articles and getting them published on-line, either with your website or another appropriate topic related website.

And finally, building links in directories and other smaller search engines that focused on your line of business. (We discussed this briefly earlier in this article.)

Happy link building!

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