

How To Acquire One Way Inbound Links

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How can one get a good ranking in the major search engines? This is a question, I'm sure, agitates the minds of every newbie as well as professional webmaster. Even those that are doing well are fighting to keep their place. But isn't there a way to consistently appear in a good position at the major search engines? I think there are ways to achieve this enviable position. One of those ways is what this article is all about. That is, consistently build one way inbound links to your site. Getting other webmasters to link to your site without you linking back.

Link Popularity, link prominence or link reputation is one of the most important elements search engines use to know if a site is an authority site. That is a quality site. However, like all other search engine ranking criteria, webmasters have found ways to beat this hurdle of link popularity. This they have done by exchanging links with one another. This is called reciprocal linking. You link to me and I to you and both of us have increased our link popularity by one.

Webmasters have realized the importance search engines attach to link popularity for top search engine positioning and have therefore resorted to reciprocal linking. However, in the near future this strategy will become obsolete, because these links are artificial links. Not generated voluntarily. And so they do not indicate a site as being an authority site.

The purpose of reciprocal linking is to increase link prominence for top search engine positioning and not necessarily for the benefit of web surfers. The search

engines will recognize this. I predict that they will start taking this into account when they are changing their algorithms. The webmaster that will survive is one that consistently builds one way inbound links to his site. These types of links are the best. It portrays a site as being an authority site because the site is linked to naturally by other webmasters. Without reciprocal links.

Webmasters would not like to link to just any site unless there is some benefit for their site or site visitors. In this modern world nothing goes for nothing. A webmaster will only link to your site if there is some benefit for his site.

Why webmasters would link voluntarily.

Now in order for you to succeed in this one way inbound link building strategy, you need to know some of these benefits that lead webmasters to link voluntarily. If you like, call it the carrot. In accepting and eating the carrot the webmaster is led to link to your site. Let's look at some of these benefits before we look at how they can be used to entice webmasters to link to you.

1. Webmasters would want to provide good, important and timely information for their visitors. If your site has this information, they will readily link to you. They could, for example, point their visitors to a free resource at your site.
2. Webmasters recognize the fact that providing good information creates a good image for their site. Visitors will get to know that the site is a good resource site even though the resource might not be located there. This keeps visitors coming back again and again.
3. There is also the benefit of linking to an authority site. Search engines do award some points for linking to an authority site. Contrary to popular belief that this reduces the overall link popularity of a site, it actually benefits that page. This is my personal experience.

Now how do you acquire these one way inbound links?

1. Provide some useful resource at your site. This is a very powerful incentive for webmasters to link to your site. More so, if this resource is free. It could be a free tool, free software download, free content, etc. This gives an incentive for webmasters to point their visitors at this resource. Some the resources you could provide are:

- (a) Link popularity check tool
- (b) Meta tag generator
- (c) Search engine page analyzer
- (d) Free CGI scripts
- (e) Search engine page ranking check tool, etc.

For free and paid scripts go to Hotscripts.com or Searchscripts.com. There you will find all kinds of scripts that perform specific functions. Or you can hire a programmer to write a custom script for you. You will find programmers at sites such as Elance.com.

2. Write good articles and submit to article sites, article syndicate sites and ezine announcement sites. Your article will be published along with your byline with a link pointing to your site. Make sure that the text link has your keywords in it and not your domain name. For example,
home base business ideas and not www.ebizstartups.com

Webmasters are always looking for good content for their websites. Stating in your article that your byline be left intact you will have many one way inbound links pointing at your site in no time. If you cannot write, hire a writer to write your articles for you. There are many places on the net where you can hire a writer for as little as \$5 per article.

This depends on the number of words per article. One of these places to hire a writer is Elance.com.

Writing in your area of expertise is better. Then you can present your own unique perspective to the topic. If it is not your area of expertise then be sure to research the topic very well . An incisive, well-written article will be snapped up and published by other webmasters, thereby increasing your link popularity considerably.

3. Another way to build your one way inbound link is to participate intensively in newsgroups and discussion forums. By making good and valuable contributions (postings) you establish yourself as an expert. Always try to be different and stand out. Others will see this and check out your profile. This will lead them to check out your site and eventually link to it. If signature files are allowed in the forum use a well-crafted signature file that will pull forum members to your site

4. Enter your site for an award at award sites. If your site is selected for an award, a link is placed to your site and this increases your one way inbound links.

5. You could also acquire one way inbound links by offering to provide testimonials for products you have purchased. Send the manufacturer of the product or service an email offering to provide a testimonial at his site or sales page in return for a link back to your site.

6. Submit your site to directories. Especially, niche or specialist directories. Regional directories are also okay. Submitting your site to specialist directories gives your site a greater chance of being picked up by the search engines than when you submit to a general directory. Also consider paying for submission to some important directories. For a fee, these directories will index your site in their database within two to five business days. For a list of search engines

and directories you can submit to for free and for a fee go to <http://www.ebizstartups.com/submit-site-to-search-engine.html>

7. Consider hiring a link building company to do your link popularity campaign for you. One of such company is linkexpress.com For a fee they will guarantee a certain number of quality one way inbound links to your site. This might be expensive but the investment will surely pay off with traffic from free search engines.

8. You can offer a discount to webmaster on services you provide at your site in return for a link from their sites.

9. If you have goods or services for sale consider setting up an affiliate program. This is a very good way of rapidly building your link prominence. Make sure your affiliate software is hosted on your server. This ensures that your affiliates' links point back to your site . Using an affiliate service will most likely mean affiliate links will be pointing at their server, thereby depriving you of links. One very good affiliate software is [AssocTRAC](#).

Some points to note when building one way inbound links.

Your link popularity increases as websites link to you. However, it must be said that it is not the number but the quality of the links that is important. That is, emphasis should be on quality and not quantity. Not all links are equal. Some are more favored (carry more weight) than others. Some of the things to keep in mind when carrying out inbound links are;

1. Look for quality sites to acquire links from. A link from [Dmoz](#) or [Yahoo](#) has more weight than one from a small private web site. Submit to free or paid listings in important directories.

2. The way other sites link to you is very important. Try as much as possible, to see that your keywords are in the text link that is linking to you and not your domain name. With your keywords in the text link it portrays your site as an authority site for the keyword.

3. Acquire links from complementary sites. Sites that are in the same industry as yours, but are not your competitors. Links from these type of sites have more weight than from those that are not related to your site.

4. Links from specialist or niche directories also carry more weight than those from less important general directories and your links are easier to find by the search engines. When submitting to directories, especially for a fee, be sure to choose a relevant category that is not deep down in the directory. Your listing should be at most three clicks away from the home page of the directory. Some engines will not spider deep down.

5. If you have several websites, link them together in such a way that the links are one way inbound links, and not reciprocal links. Also don't share the same IP address for the sites. All the sites should have unique IPs. This you can ensure by using a different host for each web site.

Conclusion.

Acquiring one way inbound links is the future of link popularity. Sooner the search engines will recognize the artificial nature of reciprocal linking in judging authority sites and will discount this in their algorithm or award less points (weight) to reciprocal links. The methods listed above in acquiring one way inbound links are basic, must do actions for every webmaster wishing to stay long at the top of the search engines.

The author has been earning his living online since 2000. For comprehensive [home base business ideas](#) check out one of his sites at <http://www.ebizstartups.com>. There you will find solid, easy-to-do strategies for building a successful home base business.

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