

## **Improve Your Search Engine Ranking With Backlinks!**

If you want to increase traffic to your website then, you will have to get top rankings in the popular search engines like Google, Yahoo, Bing, etc. There are thousands of websites competing to get top rankings in popular search engines. Your website should be made search engine friendly using search engine optimization to get good rankings. Search engine optimization involves two parts namely on page SEO and off page SEO.

### **On Page SEO vs. Off Page SEO**

On page SEO tries to make your web pages search engine friendly by using suitable titles for the pages, URL tweaking, content tweaking, image optimization and the like. Such efforts will help the search engines understand your website better and the search engine bots will be able to crawl your website easily and completely which is essential for getting good search engine ranking. However, this alone will not help you fight the competition. Search engines will give you good ranking only when it finds your website to be an important resource for any given keyword search. The importance of your website is established in terms of your link popularity. Google algorithm in particular gives very high importance to backlinks in ranking websites. If you want to get good ranking in Google, which is one of the most popular search engines, then you cannot neglect the importance of link building.

### **Google Algorithm**

Google algorithm is updated regularly, the importance of one particular factor continues to increase with each update and that is link popularity. Link popularity of your website is determined by the number of links that point to your website from the other sources on the web. If you want to improve your link popularity, you should have aggressive link building strategies in place to match changing Google algorithm.

### **Good Links vs. Bad Links**

When you build links for your website, you should remember that today not all links are treated equally by the search engines. Google algorithm in particular, which is one of the most advanced search engine ranking algorithms on the web today assesses each link using number of parameters. So you cannot blindly buy links from link farms and hope to see improvement in your website's ranking. Such an effort will only ruin your website's reputation. You should be able to distinguish between good links and bad links. Always get your links from trusted sources. It is not good to be associated with blacklisted domains or websites with poor reputation. So you should be cautious while getting your links.

Here are few important factors that you should take into consideration while building links. First check whether the linking website is relevant to your website because niche relevant links have better value than links obtained from non-relevant niches. There are numerous link building strategies available in the SEO industry today unlike before. You will be able to get good quality one way links for your website easily with consistent and diligent effort. Links from web pages with contextual text should always be preferred. Also it always helps to get links from web pages

with good PR. Your website's ranking will improve fast in Google if you get links from websites with high page rank and from authority websites. Such links are to be considered good links as they will have a decisive impact on your website's online ranking.

### **The Importance Of Good Anchor Text**

When you are building your links for your website, you should also be mindful of the choice of anchor texts that you use because with the right choice of anchor text, you will be able to improve your website's online visibility for the right set of keywords and drive targeted traffic. Make your anchor text keyword rich and also ensure that you distribute evenly all the top keywords in your anchor texts rather than using the same keyword or just your website's name for the anchor text for all the links. Many webmasters take a random approach to choosing their anchor texts; avoid making such mistakes and plan the entire link building process carefully. Build your links systematically to improve the strength of all the top keywords for your website.

### **Do-follow Pages vs. No-follow Pages**

You should also learn the difference between pages with do-follow attribute and no-follow attribute. When you want to increase your link popularity, it is vital that you get your links from pages with do-follow pages. Links placed in no-follow pages will not help you increase your links count as search engines do not index the links placed in no-follow pages. However, internet users will be able to click those links and visit your website. If you want to get maximum benefit from your link building efforts, you should make sure to get your links from do-follow pages.

### **How Your Search Engine Positions Affect Your Traffic Rate?**

If you are still wondering whether link building is worth the trouble taken, then it is high time that you changed your views because without good quality links you will not be able to reach the top of the search results. Researches indicate that there is a marked increase in the number of clicks websites get based on their position in the search results. Surveys indicate that websites listed in #1 position in Google gets about 35% clicks approximately and #2 position gets just 17% clicks. Also researches indicate that Google #10 gets about 143% more clicks when compared to #11 which is the first result in the second page. All these numbers should tell you clearly what you should be working towards and the challenges that you need to face.

### **Channel Your Website Promotion Budget Wisely**

You should put in consistent efforts on link building because almost 85% of traffic to website's come from organic traffic and only 15% of traffic comes from paid ads. There may be slight variation in these percentages based on the niche. However, the point here is that majority of traffic to websites come from organic listings. Unfortunately many webmasters spend more money on paid ads than on SEO. Make sure that you do not make such mistakes and that your website promotion budget is used wisely. Channel sizeable amount of your budget for your website's ongoing link building needs so that your website's online performance sees positive growth pattern.