

Published based on [Free Internet Marketing Training And Strategies - Increasing Your Link Popularity](#)

# **Free Internet Marketing Training And Strategies - Increasing Your Link Popularity**

Search Engine rankings today have become one of the most important issues for a website. With this, major search engines like Google, Yahoo and MSN frequently update their algorithms in order to deliver the best results to their users. Link popularity is actually the most important factor in a search engine's ranking algorithm.

Link popularity is defined as the number of links that point to a site. The search engines consider this links as some kind of votes in the sites favor. Some time ago it didn't matter what kind of links pointed to your site. So every webmaster linked their sites to any other site not considering it's nature. Link exchange was the best website marketing strategies in those times. But now, the search engines updated their algos and they investigate every "vote".

Link popularity remains a major factor in the search engine's way of ranking but what's more important this days is the quality of the links. When the search engine spider crawls, it investigates all the incoming links to see if they are good "votes" or bad "votes". The number was the only thing important when everybody was making reciprocal links. But this reciprocal links are not so powerful any more because search engines are looking for links on related sites with related content that are not placed their just for receiving a link back. The spider wants to know if that links is placed there because of the quality of the site it is pointing to.

So increasing your link popularity is still the best website marketing strategy but try to get only good links from related sites. This way you'll benefit from the direct targeted traffic and you'll have good search engine positioning too.

There are many ways to get quality links. Acquiring one way skills would be the best. If the inbound links are one way then the search engine will know from the beginning that the links are not a result of an agreement between two webmasters. You can achieve one way links by writing good articles and distribute them for reprinting over the net, having great content on your site, writing testimonials for products that you used or even purchasing them. Reciprocal links are still good but try to trade your links only with sites with similar topics and trust worthy sites.

In conclusion increasing your link popularity with good legit links will boost your site's traffic in no time.

[youtube:E1IKZwomBDU;[link:Free Internet Marketing Training];http://www.youtube.com/watch?v=E1IKZwomBDU&feature=related]

Speaking about [Free Internet Marketing Training](#), Kevin Perry is one of the better known internet marketers who can help anyone who wants to learn internet marketing. Kevin Perry, an experienced internet marketer is giving away proven methods of making money online. After you signup for his mailing list, you will get free internet marketing ebooks, free software, free template and graphics and much more. This will be more than enough to get you started right away.

If you want to sign up and get everything instantly via email, go here: [Free Internet Marketing Training](#)

You can also find this article published on [Free Internet Marketing Training And Strategies - Increasing Your Link Popularity](#), and on the tag pages [E Books](#), [Free internet marketing ebook](#), [Free internet marketing training](#), [Internet Marketing Ebook](#), [internet marketing training](#).