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# Use Back Links To Increase SEO

SEO is the abbreviation for search engine marketing. This is crucial to your web business success. If you search for puppy training using your favorite search engine, you will find that there are over one hundred million results for the term puppy training.

To submit your webpage simply click [web directory add url](#) or, in case your webpage is law related, add it to this [law directory](#).

So how does the website owner that appears on the first page get his or her site to be ranked number one? This is what search engine marketing is about; it is the skill and science of having the major search engines rank your site so that it appears ahead of all of the competition. Some refer to search engine marketing as making a website search engine friendly.

Some say this can be a science while others say this is a skill. But the bottom line is that you can take steps to make your website, as some say, search engine friendly, so you too can be on the first page of search results. One criteria the various search engines look at is back links.

The major search engines rate websites with back links higher than those with few or no back links. The reason the various search engines use this criteria is because websites with many back links are considered to be authoritative. If a website has many back links, the search engines think that that website must be very important and must have lots of valuable information.

The various search engines have a single purpose and that is to provide the most relevant websites depending on the search term entered by the online user. Your goal is to have as many back links as possible so that your site will show up as one with valuable information.

One fashion to increase your back links is to simply contact other website owners in your target market and ask them to add a link from their site to yours. If they request you to add a link on your site to their site, you should do this. It will require time to build your links, but you will be glad you did you may notice your site listed on the the surface of the search results.

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