

Published based on [A Smart Approach to Business Building with Link Exchanges](#)

# **A Smart Approach to Business Building with Link Exchanges**

Exchanging links with other websites is nothing new, webmasters have been doing it for a long time. The clear direction as of late is to emphasize the importance of engaging the best-suited sites for this process. Of course all of these considerations point to Google's algorithm which determines the way people approach SEO. There are never any guarantees, but there are certain practices to help you get the kind of links you want. If you want to use Link Exchanges to its full effect make sure that you use it to promote new service launches such as [Rapid Cash Tornado Review](#).

One basic principle to remember is you really want to work with sites that are somewhat similar to yours regarding rank and reputation. Any contacts you have in relevant sites are fair game, so go ahead and give them a shout. But that will not be the case with most people, so you need to research and find sites similar to yours in status, so to speak. As you can see, this will be an ongoing process, and eventually you can approach more popular sites. It only makes sense that a high PR site will get nothing in return, really, from linking to a much lower PR site.

Be business-like and appropriate at all times, and never discuss your personal business affairs in your emails. Avoid using a template email that look generic, and add some personal touches so the reader knows it is not a template email. Basically using as many techniques in your emails will help to give you some kind of edge and should be used. However, maintaining brevity in your email will be appreciate just so it does not take up a lot of time to read. At the very least, you may get notified of a decline, but at least the person took the time to answer you. If you're just learning about Link Exchanges and wish to see how it may advertise your business then a prime example is [go click cash](#).

**Categorize Your Link Partners:** You can bungle things when exchanging links from more than one blogger / webmaster if you don't categorize your link partners on your site. It is vital to be systematic on account that it doesn't just cause a positive sense for your readers it also makes navigating your site easier. For each of the categories, you can have a dedicated page, which will cause the links to be arranged more excellently. Quite frequently, your link exchange request will be unacceptable if the webmaster your inquire views your website and learns that you have a big page full of links in no certain order.

None of this is hard to do, but you will find that your efforts will be more effective for using them. There is more you can do, but the most important thing is to do something, each day.

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