

Link Building

Contributed by
Tuesday, 13 November 2007
Last Updated Monday, 18 February 2008

Link building

Plays a big part in any SEO campaign. Not only does it help with your search engine optimization it can also boost your traffic to your web site, providing you with targeted visitors which in turn should convert to a higher ROI (returns on investments).

There are four main type of links. These include :-

1 Way Links - a website links to your website without you linking back to them

Reciprical Link - your website links to their website and vice versa.

3 Way Linking - Your website links to their website and another website they provide (not the one you linked to) links back to yours .

Paid Links - Some sites sell paid links from high PR websites. Prices can vary