



Created By: Increase PR Online Solutions

URL: [www.increasepr.com](http://www.increasepr.com)

Email: [support@increasepr.com](mailto:support@increasepr.com)

### Getting Hundreds of Links to Your Website

#### How VIPS Works

One of the best ways to attract quality traffic and also improve your search engine ranking is LINKING.

**Today you will learn:** Why links are important. What links will bring the most traffic to your site. How to get the best sites to link to you

Today's lesson is going to be a bit shorter than your lessons Keywords, PPC and Search Engine Optimization. But, don't think that linking is not as important as the other traffic creation techniques - it's just not as complicated.

Why links are important Because: 1) Google's PageRank 2) They are how people find your site. The other day we talked about Google and how to get listed. Today I will tell you why Google is the #1 free search engine.

#### Relevance

Relevance is the concept that when you type in a term, Google finds the pages that you want to see and lists them first. The pages that Google returns are "relevant" to what you were looking for.

The reason why Google can get the most relevant results is their PageRank.

The inventors of Google reasoned that if someone puts a link from their site to yours, they are essentially "voting" for the quality of content on your site. The idea is based on the fact that people will most likely link to sites that they want their visitors to see - so they are not going to link to junk. The PageRank is a measurement of the links you have coming to your site. But here is the brilliance, PageRank not only measures quantity, but it also measures the quality of the links.

Google uses the PageRank as a significant factor when ranking your website. So the better PageRank you have, the higher position you will have for any keyword. Again, there are many other factors involved in determining your exact rank, but the PageRank is a big one. It does not take Sherlock Holmes to deduce that the more quality links you have to your site, the better you will rank for your keywords, and the more traffic you will get from Google.

But, you can't get just any link - you have to get quality links. Quality links are defined as links from sites that have a PageRank of 3/4 or higher - otherwise the link is fairly

## Achieves Top Ranks

### Special Package

Get page Rank 5

30 keywords at top positions

Receprocal Links  
One-Way Links  
Multi-Site Links  
Directories Links

Continuous Process

~~USD 1650 / Mon~~

USD 1200 / Mon



meaningless.

To find a website's PageRank download & install the Google Toolbar (<http://toolbar.google.com/>).

Now every time you visit a website you will see a green horizontal bar. Place your cursor over this and Google will tell you the PageRank of that page on a scale of 0 - 10. The real PageRank is much more accurate than 0-10, but for the sake of simplicity they provide this tool.

Another reason why links are important is that links are how people find your website. This may seem obvious - but it is really one of the most powerful ways to draw targeted traffic to your site.

Look at it this way- there are billions of other websites. There are many other sites about the topic that your site covers - and they all have visitors who are interested in your topic. So, it would be very beneficial for you to have a link on those sites - then you can get some of their traffic to come to you.

For example - say that you sell flower seeds - maybe Gerber Daisy seeds. There are already many sites that provide information on flowers and some specifically about Gerber Daisies. They already have visitors who are interested in Gerber Daisies - and I am sure some of them want to buy seeds and grow their own. So it would be great if they had a link to your page that sells Gerber Daisy seeds.

#### **Does that make sense to you?**

#### **So how do I find sites that will link to me?**

Simple:

1. Find sites that have visitors that will want to purchase your product or service
2. Email or Call the webmaster and ask for a link exchange

To find the best sites just type your keywords into Google and see what sites are ranked highest? If you have picked the "best keywords" (covered in lesson 2) then the people visiting these sites will be the same ones that want to purchase your product. Just contact them and ask for a link exchange. Some will & some won't - but it only took 1 minute of your time.

#### **Is there a better way?**

Yes, there are a lot of better ways. Some are free and some are not. The basic idea behind the better ways is to find the people who are already linking to your competition, then encourage them to link to you.

To find the people who are linking to your competition

1. go to [www.alexacom.com](http://www.alexacom.com) and type in their URL.
2. Click on the link on the right hand side titled "Sites Linking In" This will provide a list of the sites that link to your competition. (You could also use Google - but I find they are missing a lot of links.)

Now to get the contact info for each site linking to your competition:

1. Click the "site info" link for each
2. Scroll down to where alexa.com tells you the phone number & email address for each site

Lastly, visit the site and see what the site is about. If you sell Gerber Daisies and they are talking about how great Gerber Daisies are - then contact them and ask for a link exchange. Since they are already linking to your competition - then they are more likely to want to link to you also.

Now I know how to find the best sites. But, how do I get them to link to me?

As I said before - the first option is to just ask. I know. This is just like cold calling and everyone hates cold calling. But if you do it with email or you already know what the site is about, then it is much easier.

One thing you can do is have a reason for calling other than asking for a link.

One of the things that I am good at is finding problems with other websites. I don't really do this on purpose - but as a web developer, these things just seem to jump out at me. When I am visiting a site and I find a link that does not work - I shoot a quick email off to the webmaster and tell them. Normally they appreciate the fact that you are helping them - they want their site to work and are usually losing money if it does not.

Sometimes when doing this I also ask a question. For example I may ask how they did some effect on their site or what things they are doing to improve conversion. You can use this same technique to ask for a link exchange.

The point is not to complain or find a problem - the point is to provide the person some information that is valuable to them. For webmasters - they want their site to work. If I see something that does not work, they are usually happy to know about it. As for Gerber Daisy fanatics, they may be interested in some other good sites - or some nice pictures or some interesting information that you know about Gerber Daisies.

You will know a lot of good information about your product, so I am sure you can find something to start a conversation - even if it is nothing more than how much you like their site.

#### **What else can I do to get people to link to me?**

Well, there is a whole list of techniques - but they all are based on the same thing. Providing the other person a benefit for linking.

**For example:** You could set up an affiliate program and give them a commission on every sale they referred to you. . You can share with them what you learned in Trafficology and help them get more visitors. . You can write an article on the topic of the site and give it to them in exchange for a link. . You can create an e-Book or something else that they can give away to their visitors. You can offer them a special discount on all purchases. You can send them some samples of your product to try for themselves

This is only limited by your-own imagination. That's it for Now, in the next issue we will look at ad copy/sales copy so keep a close eye on your mailbox!

This document was created with Win2PDF available at <http://www.daneprairie.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.