

## **Building Link Popularity**

### **What is link popularity?**

Link popularity is a measure of the number of links pointing at your site as well as the quality of those links. Search engines use it to help calculate the ranking for your site in their listings.

### **How do you build link popularity?**

Firstly, make sure you swap links with sites that you know - partners, suppliers, clients etc. Surprisingly enough, a link in the Open Directory will help boost your link popularity, so make sure your site gets listed there.

Next is specialised directories. If you own a hotel, you need to make sure that you find all the tourist guides for your area, accommodation guides, area guides etc. Find out which ones will be willing to either add a link to you or that will be willing to swap links. Directories that are ranked highly in Google for your keywords are the best ones to target.

### **Why gain listings in specialised directories?**

- You get more traffic directly from the link
- Your link popularity increases with the search engines resulting in higher rankings and more traffic

### **Do I have to reciprocate by adding a link on my site?**

Often yes. Many directories require you to add a link to them before they will even consider your site for inclusion. To this end your promotions team need quick access to your links page in order to add links before they submit to the directory.

### **What about automatic link-building software?**

Avoid it like the plague. Search engines are always on the lookout for new ways of being duped. When they identify sites that are not playing by the same rules as everybody else they drop their listings. The only way to gain sustainable top rankings in search engines is to present an honest, quality site with valuable content, then work hard to promote it in ethical ways.

### **What can AJC Internet Consultancy do for me?**

AJC can undertake the entire link-building process, building your links page, contacting appropriate sites and directories and monitoring your rising search engine listings. Call 01764 654842 for a quote or visit <http://www.scotland24.co.uk/>.