



Link Exchange Done Right

# LINK EXCHANGE DONE RIGHT

RAMPING UP TRAFFIC  
WITH LINK EXCHANGE

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# Foreword

Linking through an exchange link tool is crucial to the popularity of any site. This of course is then beneficial to both webmaster and website.

Although individually each site is able to garner some level of interest there is no doubt that the link exchange is capable of multiplying these visit by several fold.



## ***Link Exchange Done Right***

Ramping Up Traffic With Link Exchange

# Chapter 1:

## *Link Exchange Basics*

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### Synopsis

Competition among websites is always increasing while it constantly tries to stay relevant. Search engines actively rank these websites according to ever changing criteria too.

Initially these links were for the benefit of the visitor to a site, which works as a way to provide the visitor with additional information from the linked sites. Today however the link exchanges work also for the benefit of the webmasters themselves.



## **The Basics**

There is also the advantage of getting better ranking in the search engines. This is another reason to consider link exchange besides the obvious exposure it assures.

If there are many high quality sites that are being linked to the site then the interest generated would also allow the search engine to reevaluate the ranking regularly and favorably. This is especially advantageous if the said site is still new and has very little exposure.

A study should be made to familiarize one's self with the various terms used in the link exchange tool. This could prove to be useful as it would help the individual to create the circumstances within the website to achieve the objectives set before it.

Some of the other elements that should be given due consideration are inbound, outbound, external and other kinds of links. These then need to be broken down into categorically higher quality links. Assessing different links and its benefits to the site also should be carefully considered. Having some knowledge on all these various aspects will allow the individual to make informed choices to benefit the site posted.

# Chapter 2:

## *The Benefits Of Link Exchange*

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### Synopsis

There are several benefits to using the link exchange tool for the individual website. The most pronounced one would be that link exchanges still play a huge part in improving the placements in the search engine.

Another important factor would be the fact that it allows for better and more website traffic. Both these benefits factor hugely in the success of the website in creating interest and revenue.





## **How You Can Benefit**

The ultimate task to achieve is to be able to direct as much traffic as possible to the site without having to incur a lot of cost or effort.

Because the search engines take some time to include the sites when they are posted, the individual needs to source other ways and means to expose the site in a way that generates more traffic flow and using the link exchange tool is one of the best and cost effective ways of doing this.

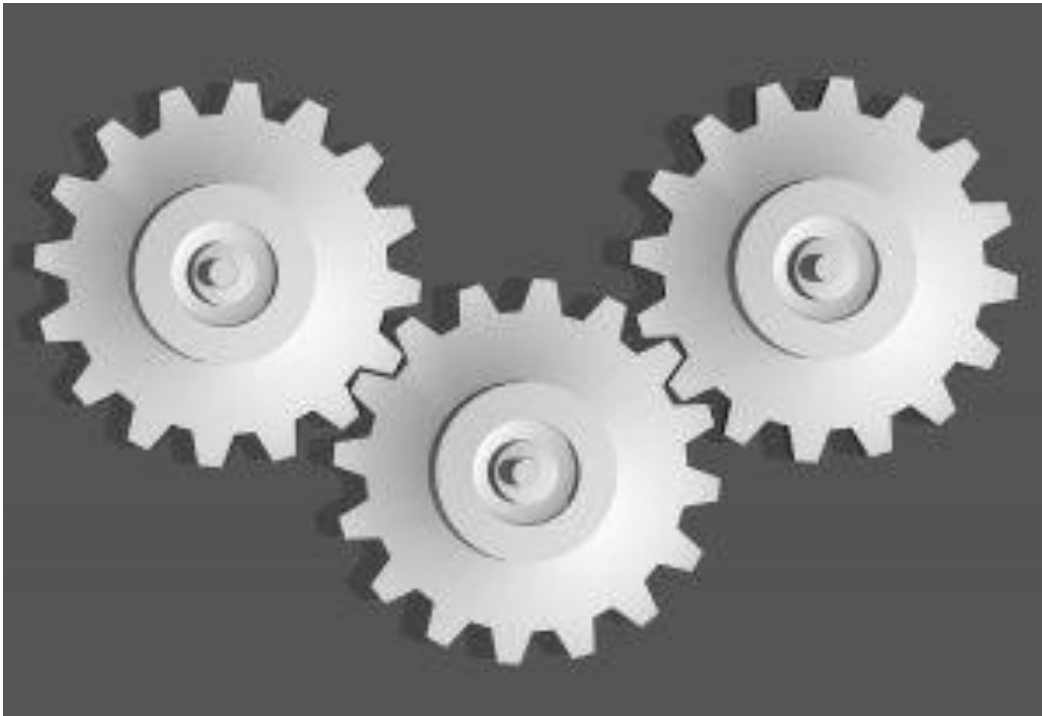
Also when the website has managed to gain the attention of the search engine which in most cases is because of the advantage of using link exchange then the ratings will also be adjusted accordingly and this usually means better ratings.

When the site is rated highly then the benefit of having even more interested parties visit the site is achieved.

Being linked to as many sites as possible also creates the increase in chances for the website to being easily found when a search is initiated. This is because of the many and various sites using the same keywords or phrases, thus the free traffic directed to the said site.

Being exposed to worldwide users that would otherwise not visit the site is also another benefit of links exchange.

Because the material or content is relevant to other internationally based sites the link exchange allows the visitors to the other sites to be privy to information on the individual's site too.



# Chapter 3:

## *How To Use Link Exchange Correctly*

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### Synopsis

Using the link exchange tool is fairly easy and definitely beneficial as the previous write up shows. However using it effectively is something that should be carefully considered and understood.



## Getting The Best Use

There are several elements to consider when deciding to use link exchange as a tool and below are just some of the reasons why:

- Finding suitable and relevant sites to exchange links with is paramount in getting the right kinds of traffic. Attracting traffic that is of no benefit to the site would be a waste of resources and valuable time. It is also like to cause the site to be jammed unnecessarily and frustrate potentially viable customers.
- A check must be made to ensure the criteria for accepting a link exchange. The link exchange must be beneficial to all parties and not compromising in any way.
- Determining the steps that should be taken to initiate a successful link exchange is also another aspect to consider. Blindly agreeing to link with other sites without researching its content thoroughly could have negative repercussions on the individual own site.
- Taking the time to write up material that is suitable and agreeable in terms of compatibility is important to ensuring good quality links interested in the exchange exercise.
- Emailing, confirming or declining a link should also be done with care as this would eventually reflect on the integrity of the site. This would directly impact the kinds of revenue drawing traffic to the site.

- Searching for sites that are relevant but not directly in competition is also another way to effectively work the link exchange tool.

Exchange links that have information that would further compliment the individual's site would benefit greatly as the visitor would also view this as very helpful and time saving. This will then encourage the visitor to view the individual's site more often.



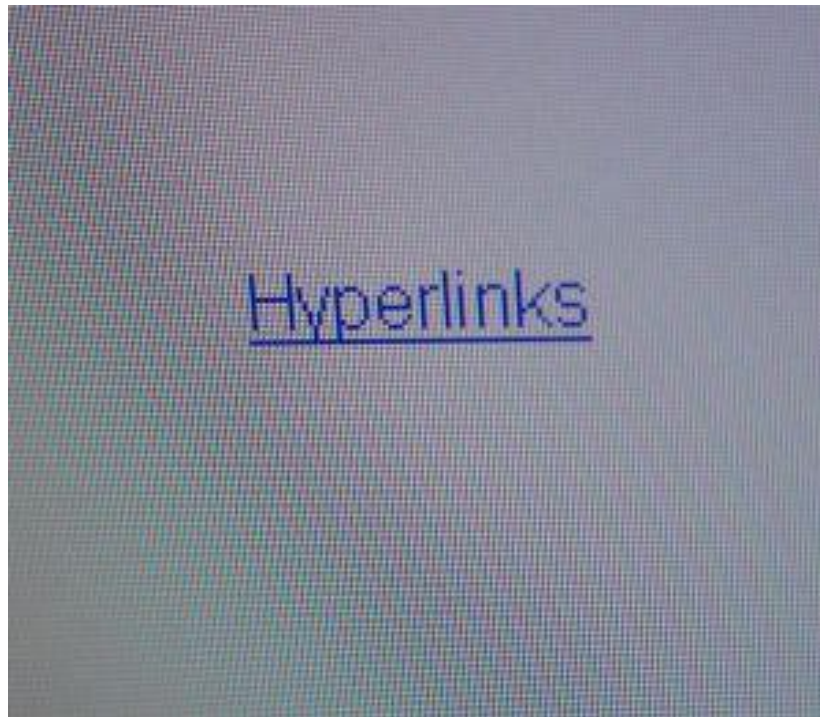
# Chapter 4:

## *Making Money With Link Exchange*

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### Synopsis

Link exchange is also a great way to create extra revenue or as a foremost money making tool. It is simply a way to broaden the traffic flow to the site in order to achieve the level of interest that can be converted into revenue.



## **Gleaning Revenue**

When there are more visitors to the site through the exchange of links then this should translate into a wider potential customer base. More people having knowledge of the site will ensure the possibility of more customers.

Primarily used as a tool to garner as much visits to the site as possible, the link exchange can further define its advantage by making these visits more focused and revenue making.

When the visits garnered are relevant the chances of revenue earned through actual purchases is heightened. Then there is also the revenue that can be earned through the visits itself. These clicks will also generate a certain amount of income to the site.

Widening the online presence almost equates more revenue, if done the correct way. Just exposing the site to as many people as possible does not necessarily means revenue earned.

These visitors should be visiting the site with specific purposes and intentions. When the link exchange fulfills these reasons for the linkage then it becomes a viable advantage.

Search engines tend to favor sites that have good traffic flow as this converts to a clear and very visible online presence. Through the link exchange these sites will then be ranked increasingly well and when

visitors are made aware of this feature then interest to visit the site will be even more urgent.

This in turn will create the source of revenue desired. Such site would be deemed relevant and very important to the online community.

Here again there is the chance to create chances of making money through the direct click and through search engine results which drive traffic to the site.





# Chapter 5:

## *But Does It Work*

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### Synopsis

Do link exchanges work? And how they do. You'll discover countless posts in webmaster net forums explaining how exchanging links step-ups your link popularity, your Page Rank with Google, and your search engine rankings as a whole. But, I say forget all that. The most beneficial reason to do link exchanges is to acquire the real hits that each link will yield.



## **The Facts Behind It**

Suppose you acquire a thousand individuals to link to you who each generate simply ten visitors per month. That's an additional ten thousand free visitors to your site per month. You don't even have to be listed in the search engines!

You have automatic hits coming in from other web sites even if you're nowhere to be found on the search engines. Attempt multiplying the above numbers by 10 and the figures acquire truly intriguing!

The key isn't to simply exchange links with any web site. You ought to look to exchange links which provide similar material to yours. This is simply common sense.

If you're going to acquire an additional ten thousand visitors to your web site every month they ought to be targeted visitors. They ought to be visitors who are already interested in your arena.

What about search engine optimization, SEO? Forget about it! The search engines are altering their rules perpetually. It is nearly impossible to "trick" them. Even if you succeed for awhile sooner or later they catch on and your web site could acquire banned.

So I say simply center on getting relevant links to your web site. What the search engines are looking for at any rate is relevant material and relevant links.

So do not attempt to trick them. Simply give them the true deal! by not centering on search engine optimization you will have what all search engine optimization experts are drawing a bead on.

Plus, even if you're not listed immediately in the search engines you'll be getting true free of charge targeted hits from relevant web sites. The search engine optimization will take care of itself.



# Chapter 6:

## *What To Stay Away From*

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### **Synopsis**

It is always good to also consider things to avoid when deciding to use tools like link exchange before actually jumping in. Having little or no knowledge of what it entails will cause those trying to use the link exchange to either look rather foolish or even worse get their sites suspended altogether.



## **What Not To Do**

Trading links or exchanging links with similar websites is a great way to build traffic but there are a few things that should not be overlooked.

Perhaps the first step of the process which is the invitation, declining or accepting should be done in a suitable worded exchange and not in a copy and paste form on exchange.

The integrity of the individual is clearly shown when the short cut way is chosen instead of actually taking the time to carefully word an original piece of writing. Avoid using the cut and paste version at all costs.

Soliciting websites that are not relevant in any way to one's own site is simply being callous and uninterested. This irrelevance will not only cause the website to become an annoyance to the potential visitor but would also cause the visitor to waste valuable time when opening the link.

It is also frustrating to have to search through websites that have no interest to the visitor. These will not only cause negative repercussions to the site host but also to the exchanged link host, which would put both parties at risk of being suspended.

When trying to establish exchange links, avoid giving incorrect information about the site.

Giving misleading information about the site will then become evident when the site is set up and ready to link. This will cause the invited parties to reject the site immediately.

Also trying to link with sites that are not of similar content would actually have no benefits at all to either site.



# Wrapping Up

Discovering right link partners is a really crucial in your reciprocal link exchange campaign. Regardless how you structured or configured your partner directory, if it doesn't include valuable web sites, you won't acquire much from your visitors or search engines. So get going today!

