

Title:

Are Link Exchanges Harming Your Business?

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497

Summary:

Many of the top search engine optimization gurus tell us that we must perform link exchanges a

But is this still true?

Once if certainly was the case and that was enough to get yourself ranked highly. Nowadays, wi

Keywords:

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Article Body:

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Many of the search engine optimization experts are now telling us to be wary of link exchanges

1) Link farms ~ if your link is in what the search engines classify as a link farm then it cou

2) Irrelevant sites - if your website is focused on children then having link exchanges with p

3) Anchor text ~ the words that link from another site to yours are actually quite relevant to

When you are exchanging links with anyone, it is worth your while being discerning about the l

Always check out if a site you are linking to has an affiliate program. If they do, then it is

By keeping your link exchanges relevant you can increase your standing in the search engines a

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