

Title:

How To Make Your Backlinks Count I

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Summary:

I think that we all know now how important backlinks are for the search engine ranking success

But do we know that there are various things we need to check before agreeing to exchanging li

Keywords:

backlinks, link, links, link exchanges

Article Body:

I think that we all know now how important backlinks are for the search engine ranking success

But do we know that there are various things we need to check before agreeing to exchanging li

I have thought about this whole idea of link exchange preparation and came up with a 3-step pr

- the home page where we will need to check 7 things about that page,

- the directory page: this is the page that contains a list of categories that the site has pu

- the backlink page: this is the page that will contain our backlink. We also need to check 7

Note that in some cases, the 'target' web site will not have a directory page. In that case, o

In this first article, of may be 2 or 3, we shall look at the 7 things (organized in 2 groups)

1. We need to check what Google thinks of the site. This is done by looking at some things tha

I suggest that we look at:

a) how many pages does the site have indexed? This can be done by using 'site:www.site.com' in

b) how many backlinks does Google report for the site? This can be done by using 'links:www.si

c) is the site listed in Google's index? This can be done by using 'http://www.site.com' in th

d) what is the Page Rank of the site/home page? There are several ways of doing this. One way

Although we will generally need to look at these 4 things together in a sort of table in order

- if the PR of the site is zero,

- if the site is not listed in the Google index,

- if the site does not have any pages indexed by Google.

You will note here that I am using Google as the first step in the preparation. In fact, we ca

2. I would then suggest that we look at 3 tags of the home page of the target site, in a bid t

a) its title tag,

b) its description tag,

c) its keywords tag.

There are several ways of checking the contents of a web page's tags. If your browser, such as

The reason for this step is that Google takes into account the theme of web sites when looking

As mentioned above, this preparation is on the home page of the target web site and is only th

It is only when the target web site passes the 3 steps that we should feel confident about exc

Serge M Botans

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