

Title:

The Downsides Of Reciprocal Linking To Increase Search Engine Rankings

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912

Summary:

Reciprocal linking is still a highly sought after method for many companies and webmasters hoping to increase their search engine rankings.

Keywords:

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Article Body:

Reciprocal linking is still a highly sought after method for many companies and webmasters hoping to increase their search engine rankings.

Let's look at some of the reasons why reciprocal linking is fading fast, and why some sites wish to avoid it.

The first thing I like to think about with any linking campaign or any sort is how easy it is to identify.

Here are my methodologies for reciprocal linking from Google's standpoint:

1) All of the reciprocal pages and links are very easy to identify. The URLs on sites where they are found are very similar.

2) On all of the reciprocal links pages, the links are set up and displayed the exact same way.

Link & Anchor text - description goes here...

Link & Anchor text - description goes here...

Link & Anchor text - description goes here...

Link & Anchor text - description goes here...

Get the idea here? This is extremely easy to spot and demote by Google or any other search engine.

3) Often reciprocal links are nothing more than completely automated ~ the emails, the reply emails, etc.

4) Unnatural, unnatural, unnatural. Reciprocal links were built on the reputation of boosting search engine rankings.

An example of unnatural and erratic link building would be a pharmacy web site sending out a list of reciprocal links.

Reciprocal page ^directories~ are worse than the recent hay-day of directories that just scraped links from other sites.

If webmasters still continue to use reciprocal linking as a method to boost page rankings, chances are they will be penalized.

Use reciprocal linking sparingly and really mix up the way they look on the pages of your site.

Lastly, and the most important advice is do not rely on reciprocal linking campaigns alone. To succeed, you need to focus on creating high quality content.

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