

Title:

Understanding Inbound Links and their Benefits

Word Count:

890

Summary:

It's no secret that every major search engine heavily weighs inbound links for their search re

Keywords:

link building, back links, seo, search engine, text links

Article Body:

Link building has arguably been the most important factor and one of the core focus areas for

Within this article, I'll explain exactly what you need to do to successfully market a page on

The first concept to grasp is that there are many types of links that can be targeted, not jus

1) URL or Web Page Links ~ these links are directed to a URL of a web site. This type of link

2) Name Links ~ these links include the anchor text of the particular page or perhaps even the

The later of the two above is one of the most used types of links from directories or resource

3) Exact Anchor Text ~ this type of inbound link points to and describes exactly what a page i

The second are of inbound links include the locations in which links are acquired. There are m

1) Contextual Linking ~ links in this category are simply links within any body of context or

2) Directory Links ~ simply achieved by the ^title~ field that almost every directory asks for

3) Site Wide Links or Run of Site (ROS) ~ These links were used by many webmasters and compani

For a successful link marketing campaign, the more natural looking means better results in the

This means directory submissions using varying anchor text to different pages of your web site

We find that the most successful link building campaigns include targeting main keywords first

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