Title:
Why Your Website Needs Inbound Links

Word Count:
930

Summary:
Most web-savvy people quickly learn why they need "links" from other sites pointing at theirs.

"Traffic" is what linking is all about. Without traffic your website is useless as a tool for

Keywords:
links, inbound links, linking, Linkaufbau, getting traffic

Article Body:
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"Traffic" is what linking is all about. Without traffic your website is useless as a tool for

But how do links generate traffic?

Direct traffic from links

First, links generate direct traffic. Links from sites that share your target audience will be

Why do people click on these links? One reason is they may view a link to an outside source as

But just as important is simple curiosity. Someone sees a text link with intriguing wording li

This suggests at least three things about your links. First, you should get as many links as p

Second, your anchor text (the words that are linked) should be intriguing. It should be short

Third, your links should be on pages that people actually look at. Having hundreds of links on

Finding good pages where you can place your link is not always easy. One method is to systemat

Traffic from Search Engines

The second reason for getting inbound links is to impress the search engines. Most search engi

This will result in traffic because when people search for your important keywords your site i

Using Articles to get traffic and impress the search engines

Embedding your links in articles is one of the best methods of rapidly increasing your inbound

Articles will also generate direct traffic because people who read them are already interested

This suggests that the most valuable place to publish your article is in a themed or categoriz

You can even take this a step further. If your article is about something more specific like "

Second, when embedding your link, try to use anchor text that contains one of your important k

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