

Link popularity

Link popularity is the total number of web sites that link to your site.

Good link popularity can significantly increase traffic to your web site. Well placed links are an excellent source of consistent and targeted traffic. They can even generate additional search engine traffic to your site.

Most of the major search engines now factor Link Popularity into their relevancy algorithms. Therefore, increasing the number of quality, relevant sites which link to your site can improve your search engine rankings. Be aware that "popularity" is only one part of the link analysis systems that search engines such as Google use to rank web pages. The quality and context of links is taken into account, rather than sheer numbers.

There is no one "secret trick" to getting good rankings, but boosting your site's popularity is definitely an important criteria in your search engine optimisation effort.

Knowing who links to your site and increasing the number of quality links is an important part of any web site promotion effort.

How SEO Solution can help with your link popularity

SEO Solution carries out research to identify websites that complements your business and seek to obtain incoming links on your behalf. We only use legitimate techniques in obtaining links. We do not use automated software or "link farms" to obtain links. These techniques are not acceptable by Google and Yahoo, so we do not put your site and our own standing at risk.

To find out how we can help you optimise your website, contact us today.