

Promoting Your Site With Backlinks

A backlink is a link that points to your website from another website. Backlinks are important because they are an indicator of your website's importance or popularity. The search engines factor in your 'link popularity' to decide where your website appears in the Search Engine Result pages (SERPS).

The use of **backlinks** is an important component of your **website marketing strategy** and can be fairly easy to implement. One very **simple way** to build backlinks is to **include a link to your website** on all of your email, **blog posts** or comments and **social networking sites**.

I do have one **word of caution**, though. Please be sure to use only **positive and high-quality** websites and blogs in your backlink-building efforts. Linking to a poorly designed or unpopular website can actually affect your **'website reputation'** - another factor used in the search engine placement algorithms.

Following are some ways to **get started** with your backlink-building campaign.

1. Link trading. Find some high-ranking websites that complement your business and offer to trade links. For example, a housecleaning service might trade links with a local lawn care service. The two businesses are not in competition with each other and they both offer the home-owner services of interest to them.
2. Social Bookmarking sites. A great (and easy) way to build backlinks is through social networking sites like Twitter, Facebook and Digg. The trick is to stay active on these sites by submitting articles and posts. You will also want to add friends and comment on other posts and articles. The more friends you have and quality posts you've made, the better your chances of getting traffic to your website.
3. **Video Marketing**. This is a great way to **advertise your business** and create backlinks. Since there is **much less competition** for the ranking of videos in searches, there is a lot of **potential to rank highly in the search engines** for your video. If your video is helpful and good quality, there is also a good chance that someone will **post your video on their site** - contributing to your backlink count.
4. Other ways to build backlinks (from <http://hubpages.com/hub/How-To-Create-Backlinks>)
 - Donate to a non-profit organization that posts information about people who makes donations.
 - Answer questions on "Yahoo! Answers" and other "answer sites". Make sure to put a link to your website in your answer (preferably to an article or page on your site that addresses the question).
 - Join Twitter and have it follow your posts.
 - Create a Myspace and Facebook Profile for your business.
 - Be a guest author on blogs and news websites.
 - Post a link to your website in your Craigslist ads.
 - Join the Better Business Bureau.

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- Network with friends and local businesses for links.

Your website can be a **successful and cost-effective marketing tool** if it is **promoted** well. As a business owner, **you can contribute to the success of your website** by building backlinks to help drive traffic to it.