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# **Discussing The Significance Of Backlinks**

If you are an Internet marketer, you know how tough it is to get traffic to your sites in order to get people to see what you are selling. Many online marketers use Google Adwords or some other type of pay per click marketing to get visitors. Still, there are other means to get traffic without paying for each visitor. This can be achieved by building backlinks to your money page. Backlinks are the major backbone for numerous Internet marketers because they have realized how vital backlink building can be for their success.

Firstly, let me explain exactly what a backlink is. In essence, all a backlink is, is a link which is on one web site that points to a different website. Hence, backlink building is the process of you building links on other people's web sites that lead people to your website. Nearly all Internet marketers will agree that backlinks are used by search engines to judge how important your site is to phrases that people are searching for. Let's view it this way. Let's say you have a website and on this website you are selling widgets. If you build links to your site using the keyword targeted text "widgets", your site will end up ranking higher in the search engine results when users do a search for that word.

Now that you understand how important backlinks are, you should know how to start building them. When it comes to building these backlinks, you will find loads of different ways to accomplish it, but we are going to let you in on the two main methods to build these links.

The most common strategy for building backlinks is by using website directory submission. For those of you who are new to the Internet, a directory is simple a web site that keeps a list of other websites online. This process is very simple; you locate a directory that accepts submissions and you simply submit your site. The title will end up being a keyword targeted link to your website so you will want the title to be a keyword you are targeting. As soon as your web site is listed in the directory, you have a backlink to your site. There are plenty of directories online that you can submit your web site to for free.

One more way lots of people begin building high quality backlinks is by using a technique known as article marketing. The process is very simple but can take up a lot of time. You only need to craft an informative article on the topic of your website and submit the article to article directories. A number of article directories will allow you to place a link in the article itself while others will only allow you to add links in the resource box at the end of the articles. When possible, try creating different versions of your article to be submitted to the different article directories. This will help make the value of the link in the article stronger.

In any case, there are many other ways to build backlinks for your website, but these methods should get you started. You'll come across software programs online that can help you build backlinks. Nonetheless, be sure you do your research before buying these types of programs. While some programs can definitely help you, others will be practically ineffective.