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Using Backlinks To Get The Attention Of The Search Engines

Most people already know that if they want to get the attention of the various search engines they need to build backlinks. But one thing you should know is that all backlinks aren't created equal. For example you could end up placing a backlink on one website and the search engines will give a lot of authority to that link. Then again you can build a link on a different site and the search engines won't even acknowledge that it exists. In this article we will be covering some good ways of building backlinks and some methods that are just a waste of time.

One of the first good ways to start building your inbound links is through the use of online directories. While some directories are better than others, for the most part these are all good backlinks that you can build for your site. Especially if you get your site listed in the Yahoo and also the DMOZ directories. Those two in particular have great page rank and will give your website a little boost in the search engines. Of course don't stop there as there are a large number of website directories you can submit your site to.

Another great way to build some top quality backlinks is to use article submissions. This is simply where you create an article about your site and submit the article to article directories. You are allowed to include a couple of backlinks in the resource box pointing back to your website. Many of these article directories can have a very high page rank which again can really help your search engine ranking.

Something else you can do is to take those articles and get them published on other peoples blogs. You can do this by using one of two methods. The difficult way is to find blogs in your niche and send an email to the owner of the blog to see if they would publish your content on their site. This approach could be a little time consuming. There are however programs online that will publish your content articles on peoples blogs automatically for you. These programs, however charge a monthly fee, but you will end up getting your articles published on multiple blogs and you won't need to spend time doing it all manually.

Now when it comes to bad backlinking techniques, we are talking about submitting your website to free for all sites, otherwise known as ffa sites. Not only are these links pretty much useless, but having your backlinks on these types of websites can actually harm your rankings in the search engines. And all the owners of these sites will begin sending you loads of emails promoting their products.

So there you have it, the basics associated with building good links. When building your backlinks make sure you are only making use of good white hat methods that won't end up hurting your rankings in the search engines. There are of course other ways to build inbound links, but the methods listed above is really a great place to begin.