

PRESS RELEASE

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How to improve a web sites Link Popularity with quality inbound links

Cambridgeshire based, online marketing specialist, Get On Fast (www.getonfast.com) have released a four point check list for companies wishing to develop quality inbound links in order to improve a web sites link popularity.

"Link building is a major part of any web site development campaign, but web site owners need to ensure that they are building quality over quantity when it comes to developing a sites link popularity," explains Get On Fast (www.getonfast.com/linkpopularityservices.html) creative director, Robert Smith.

"A link from a web page that contains a related topic will have far greater value than a link from a page that has no relevant content associated with a site. A link that contains a strong keyword in the link text is far more valuable than ten links containing no relevant keyword," explains Smith.

"Poor quality links offer no benefit to a sites ranking and in some cases can actually have a negative effect. Participation in free-for-all link farms and other link spamming techniques are easily recognised by modern search engine spiders, which will penalise any websites participating in them," says Get On Fast's (www.getonfast.com/linkpopularityservices.html) Robert Smith.

Get On Fast's (www.getonfast.com/linkpopularityservices.html) four point check list for improving a web sites link popularity with quality inbound links include:

Submit Your Site To Online Directories

Submitting a website to directories remains one of the oldest and most effective ways to generate inbound links and improve a sites link popularity. There are thousands of online directories ranging from the largest (such as DMOZ and Yahoo! Search Directory) to a wide range of specific niche directories. To measure the quality of these directories, consider the Page Rank of the categories available for submissions, as well as the quality of the web sites included in the directory. Use common sense and if the directory looks to be providing genuine value, submit a site.

Online Press Releases

Create a press release about newsworthy events and submit them online. There are a range of online distribution options (both paid and free) available, but generally the paid for services provide the widest reach. Press releases that contain a web sites URL get picked up by a variety of online publishers and can help to provide valuable inbound links to a web site and improve link popularity.

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Build Links From Relevant Websites

Take time to carefully research and identify other web sites that provide similar content. Contact the webmaster of the relevant sites requesting a link exchange. These types of links can be established over time and can take a while to develop. The best way is to try and build a mutually beneficial relationship with other web sites and always offer to provide a reciprocal link, if required.

Create Interesting Web Page Content

This is the most natural way to build links over time but does require commitment and effort. Creating unique and interesting web page content provides the opportunity for other web sites to automatically link to a page because quality and interesting information is being provided. Writing background information and commenting on industry trends are a great way to try and build this content and develop a sites link popularity.

“These tips are just some of the many ways available to develop quality inbound links for a web site. The safest way is to build these links over time, as a sudden increase in inbound links for any web site can set off alarm bells in search engine spiders,” says Get On Fast's (www.getonfast.com) Robert Smith.

Wisbech based Get On Fast (www.getonfast.com) is a specialist online marketing agency. Their range of services includes Search Engine Optimisation, Website Design, Website Promotion and Online Advertising, Link Popularity Services and Online PR.