



## Get More Backlinks

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## Backlink Mastery: Complete Guide To Unlimited Backlinks

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## Introduction To Backlinks

Backlinks are a vital component of any website's traffic plan. Without backlinks, a website will have a difficult time ranking for their most important keywords.

However, with a proper backlink plan in place, a website can shoot to the top of the search engines, even for some remarkably competitive keywords, while generating organic traffic to their websites quickly and easily (and at no cost).

### ***Why Are Backlinks Used As A Measure Of A Website's Overall Relevancy?***

Many years ago, it was possible to secure top search rankings simply by repeating your keywords more often on the page than someone else did (known today as 'keyword stuffing').

Even the most advanced search engines couldn't distinguish quality sites from spam, so searchers would often leave frustrated, unable to find what they were looking for in a sea of spam and misleading offers that would heavily focus on implementing irrelevant keywords into their websites

simply to rank for terms that had absolutely no significance to their actual websites or offers.

But something happened that changed the way websites ranked within the major search engines, offering a fair, genuine method of measuring a website's overall relevancy to the keywords that were associated with it.

Google's algorithms made it much harder for low quality sites to make it to the top of the search engines, because instead of gauging a websites relevancy based on keywords alone, they began to use a form of "social proof" to determine which sites were truly of the highest quality and overall value.

Their algorithms were compiled from a unique formula to determine which sites were "real" sites – sites people would actually want to visit from websites that were using questionable tactics to position themselves within the major search engines.

Their programmers determined that if enough quality sites were linking to a particular site, that it should be given more weight in the search engine results.

The trouble was, many legitimate sites were new, or just hadn't been found by other sites, yet. In addition, many webmasters won't link to their "competition" just to obtain relevancy, so it left a lot of legitimate sites struggling to obtain (and maintain) adequate positioning in the search engine for their main keyword phrases.

Legitimate sites had to find a way to stand out from all of the spam, as well as their competition. They had to find ways to get links back to their sites, even if other webmasters wouldn't link to them.

And so backlinks became the new method of showcasing the popularity and overall relevancy of websites.

Unfortunately, a lot of spam sites also use backlinks to help boost their search engines rankings. You have to make sure your site contains unique content, is easy to navigate, and really sets itself apart from all of the other sites out there.

If you do this, backlinks can boost your search rankings tremendously. You could even rank well for keywords you never thought possible if you do a good job of obtaining backlinks to your site from authority websites that are relevant to your overall market.

The more back-links you have, the easier it is to secure your position within the search engines and influence search results so that your website is considered relevant and appears more frequently.

It's no wonder that so many people have turned their attention to building an expansive, solid system consisting of hundreds of permanent back-links.

Organic FREE search engine traffic consists of some of the most targeted, relevant visitors you'd ever get, and if you are able to secure your position within the top search results for highly targeted keywords, you could eliminate any need to pay a fortune in pay per click marketing.

Keep in mind that search engines determine how relevant (and important) your website is not just by the NUMBER of back-links pointing to your website but by WHO is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

**QUALITY and QUANTITY** are equally important when building your back-

link system, and don't kid yourself, if the search engines are forced to choose between the two (and if you have an equal number of back-links as a competitor in your niche), the "vote" will go for the site with the highest number of quality back-links.

This means that you want to do your best to develop back-links on established websites in your niche.

These are sites that have been around for quite some time, have developed a following, established a community and of course, receive a significant amount of traffic each day.

While you can (and should) incorporate a variety of back-links into your system, including links from authority sites that may not be directly focused on the same topic or theme as your website, always keep in mind that incoming links from quality websites will always play a greater role in maximizing your search engine ranking and overall exposure.

There are many different ways to begin your link building campaign and while many of the traditional strategies can be time consuming, once you have developed a solid back-link structure and begin to increase your search engine positioning, you will be able to easily maintain it.



Keep in mind that by building a solid backlink structure, the traffic you do receive from the major search engines will be exceptionally targeted, and far more interested in the products or services you are offering.

Just remember, don't become complacent once your rankings improve. Keep building backlinks as time goes on, because if you stop, another site will keep building and pass you in the rankings.

You don't want to end up losing the rankings you worked so hard to get, so incorporate these backlink strategies into your ongoing marketing campaign and position yourself for permanent high placement within the major search engines.

***Let's take a look at the most effective methods of building back-links.***

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