

Link Popularity

Link popularity of a website can be defined as the number of external links pointing to the website. These links are from pages not residing on the parent domain.

Why Is Link Popularity so important?

Search engines use the number of quality incoming links as a measure of that websites importance. Thus the more the number of quality incoming links the more is the chance of domain they point to ranking higher.

How is Link Popularity carried out?

Link Popularity can be carried out using automated software. However this may result in random and non-relevant sites being contacted for reciprocal links. An automated email sent, does not have the same percentage of response as a customized email. Furthermore using software for link popularity does not allow the webmaster to know the quality of the site he is contacting and the page rank of that website.

We believe in human powered link exchange campaigns. This means that initially potential link partners are identified by research done through search engines by our link manager. This ensures that the quality of the links is satisfactory with regards to relevance, search engine presence and other vital factors. The second stage is contacting the webmaster to request the link exchange. The next stage involves checking and indexing the reciprocal links and sending an acknowledgement to the people who agree to reciprocate links. A very important next stage, often skipped, is documentation. Every link partner and relevant contact information should be documented for future contact.

What are Quality Links?

Quality incoming links are links originating from a related webpage, which has been indexed and enjoys some popularity on the search engine.

The page the incoming links are on should ideally:

- 1 – Be indexed by the search engine
- 2 – Enjoy some degree of search engine presence
- 3 – Should not have too many outbound links (preferably less than 50)
- 4 – Should be accessible to the search engine spiders (linked from other pages on the website)
- 5 – Should ideally be relevant to your subject