

# Getting to the top of search engines through one way linking.

by Ivana Katz

**O**ne way links are links that point to your site from others, but which are not linked to from your website. Google and many other search engines include link popularity as part of the way they evaluate and rank websites. Links are seen as a positive "vote" towards the quality of the website. As such, the more links from other relevant websites to yours, the better.

Here are some of the ways to get one way links pointing to your website.

## 1. ARTICLES.

Writing articles is an excellent way for you to get free publicity. Getting an article published is free. The publicity you receive by having your article published in a newspaper, magazine or website can be worth thousands of dollars in equivalent advertising space. Well written articles yield better results than advertisements and earn you respect from customers, who see you as an expert in your field.

### *So what exactly is an article???*

An article is a short piece of information that aims to educate and inform people about something, which they may be interested in. They are usually between 500 and 3,500 words long and at the bottom of each article is a link to your website as well as a resource box about your company. You can see an example of my resource box at the end of this article.

By writing and distributing these articles you are sharing information, which displays your expertise and gains you trust and credibility. No amount of advertising can gain you either trust or credibility.

The best articles are 'tips' or expert pieces. People are looking for guidance and will purchase from experts who show them how to solve their problems.

Writing your own articles may seem to be a daunting task, but you can get your articles written by professional writers at very reasonable costs and then distributed by various online services, such as [www.submyyourarticle.com](http://www.submyyourarticle.com).

Also don't forget to set up "Google Alerts" so that you can see whenever your articles are published on various websites. The great thing about articles is that if your articles are well written they will spread virally, meaning that people will pick up the articles from article directories and include them on their website.



## 2. VIDEOS.

Over the last couple of years video has become a popular marketing strategy, as it can quickly generate traffic and interest. Unfortunately many people are still afraid to use it and think it's difficult to do. So now is the perfect time for you to get ahead of your competition.

One of the major advantages of videos to traditional written marketing is that it saves your visitors a lot of time understanding what is being offered and there isn't much effort required on their part. Start the video and everything is explained to them right there and then. Hearing and seeing you tell them about your products or services has more credibility and allows you to connect to your visitors on an emotional level.

Another great advantage of video marketing is that if you use the right keywords in your video's tags, you have a much better chance of reaching high rankings in many search engines.

To see examples of some videos, go to:

<http://www.web4business.com.au/websitemarketingVideo.htm>

## 3. SUBMISSION TO RELEVANT DIRECTORIES AND SEARCH ENGINES.

Your website should be submitted to as many directories and search engines as possible, especially those relevant to your country or industry. For a listing of these, go to:

<http://www.web4business.com.au/Resources/ListSearchEngines.htm>

## 4. BLOGS.

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily or weekly using software that allows people with little or no technical background to update and maintain the blog.

Blogs give you an increased presence on major search engines, like Yahoo! and Google. If you use Blogger (Google's Blogging Tool), every message you post creates a new page on Google so in a very short time you could have a lot of pages pointing to your website, bringing you lots of new visitors.

## 5. MEDIA RELEASES.

Having a story written about you and your business will not only bring you lots of new customers (at no cost to you), but will also provide you massive credibility. Stories about you in the media are far more believable, powerful and attractive than any ads you could possibly run. People will trust and respect you instantly. A media release (also called press or news releases) should provide enough details to be informative, but it should leave out just enough information to be tantalising that the media person calls you to find out more.

Ivana Katz makes it easy for you to get your business on the internet. If you're looking for a professional and affordable website designer, visit [www.web4business.com.au](http://www.web4business.com.au) and download a free website plan.