

# Inbound Links Increase Ranking



Some of the most well-known factors affected by the numbers of inbound links to your [website](#) include increased [traffic](#), conversion rates and [page rank](#) in the [search engines](#). When dealing with the number of inbound links for a website, the best philosophy to remember is the more inbound links on a website, the better your site will rank in the search engines. This is because of the direct relationship between the number of inbound links and the popularity of your site compared to other websites which are linking to yours.

For example, [Google's](#) Page Ranking system uses a formula which relies heavily on the number of inbound links to a particular website (even though the number of inbound links is only one factor of many). The information Google gathers from these sites with inbound links to yours includes how many inbound and outbound links they have altogether where these links go to and how much traffic they receive, among other factors<sup>1)</sup>.

## Adding Inbound Links

The link factor determines how popular their website is and in turn tells Google how popular your website is in relation to it. In other words, the more popular the website is with a link to your website, the more popular your site appears and the better it will do in the page rank system. This is also why number of inbound links is essential to your [rank](#) in the search engines. The more inbound links there are, the better the chances you are linking to a popular website that has more links than you do that go to even more popular websites.

[Adding links to forums](#) and [blogs](#) as a part of a comment is one of the more popular ways to increase the number of inbound links to a website, and for good reason. The possibility for a huge rise in conversion rates, traffic and sales for your website can be had with the usage of these forum and blog posts. Simply comment on someone else's relevant blog or forum post, using the link to your website as part of the signature along with a short paragraph and post that information on the page.

## Find Do-Follow Web Sites

This is an instant inbound link to your site. The trick is to find popular and well-ranking websites to comment on while also allowing for and avoiding the [no-follow websites](#). If you can do this then not only will Google follow that link to your site but the more likely it is people reading that post will click over to your site to see what you have to offer; instant traffic and possible sales<sup>2)</sup>.

Using [website directories](#) or [link exchange strategies](#) are other great way to have numerous inbound links placed on a web page directing people and [crawlers](#) to your website. Each listing in the directory can count as one link as well as any link exchanges you have taken part in. The link exchanges are just as valuable as any other inbound linking system because if you find the right site, such as a popular and relative site to your own, you could have them place an inbound link on each of their pages. How many pages does the average website contain these days?

Analyzing the links of other websites can tell you how popular that site is. However, just because it is

unpopular, does not mean you should not have an inbound link to your site on it. Because the number of inbound links directing people and crawlers to your website is something many **webmasters** tend to overlook these days. Because of recent changes in search engine technology and the Google Page rank system and easier ways to receive traffic, most do not want to take the time needed to place these inbound links.

However, do not sell your site short. The Number of inbound links to your website is a powerful thing and can translate into a search engine page rank of 2 or 3 in a manner of days, if done correctly. Any opportunity to place a number of inbound links to your website on another is valuable indeed and it will increase your total traffic and page rank and definitely not something that any website can afford to miss out on.

1)

SEOMoz.org: "Search Engine Ranking Factors 2009,"

<http://www.seomoz.org/article/search-ranking-factors>

2)

eches: "How to find dofollow blog and boost up your PageRank for FREE,"

<http://blog.eches.net/seo/how-to-find-dofollow-blog-and-boost-up-your-pagerank/>

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Last update: **2010/05/22 15:59**

