

Inbound Link



Links that point to a [web site](#) are called inbound links (from the web site's point of view). The [number](#) and [quality of inbound link](#) are an important factor in [search engine optimization](#). [Offpage SEO](#) focuses on [generating inbound links](#). Also called [inlink](#).

Links that point away from this web site are called [outbound links](#).

More Information

- [Why The Number of Inbound Links Matters](#)
- [quality_inbound_links](#)
- [Off-Page SEO](#)

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