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In simple words its the synonyms of vote. Back link is an incoming link to a website or web page from another website or web page. A back link is also known as inbound links, in-links, incoming links and inward links.

Search engines use a number of criteria for ranking websites. No one can say exactly how the search engines weigh their criteria, since the search engines protect this information as a trade secret. Search engines want to see your back links increase over time, not diminish. So if you suddenly decide to discontinue your back link purchases, you could potentially get penalized by the search engines.

Search engines consider the quality of the back link that is pointing to your website. Here are some considerations. Search for website directories and submit your website to be posted on their directories. There are tens of thousands of online directories you can submit to, many of which are free.

Search engine Marketing is one of the best ways of attracting the visitors to any site. To implement a successful SEM campaign, one needs to understand the reason through engines such as Google or Yahoo. Search engines love content that has been search engine optimized , or SEO d. However, the search engines will only give you good rankings if the content has been written in a way that both people and search engines will be able to read it.

Search engines are becoming better at detecting paid links and are making requirements of specialized no follow tags to be placed in them which takes away many of the linking benefits other than traffic from the link itself.

Search engines weigh your links accordingly. A back-link checking SEO tool will give you specific information on this so you can create a strategic plan to convert as many of these home page links to deep page links.

The best and easy way to do this is to go to yahoo site explorer(just Google the phrase) and explore the back links to your site for free evaluation.

Webmasters have taken notice of this fact not only for search engines but for their visitors, giving them fresh information will give them more reason to come back to there website. This makes your articles valuable to them and other website owners are on the hunt for your articles. Websites are always looking for quality content that is related to their theme and will happily link back to your site if allowed to syndicate your articles. This method of linking is superior to being placed on a list of links.

Back links are like a popularity contest and the more you have the more popular your site. Pagerank is the general algorithm of Google which ranks a site on the basis of its back links. In fact the main element of allocating a Pagerank to any webpage is the number of sites linking to the webpage and their own Pagerank value. PageRank is a link analysis algorithm that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set. The algorithm may be applied to any collection of entities with reciprocal quotations and references.

Google uses this same concept in calculating your page rank. Also remember buying links wont help the back links have to be got in a natural way. Google recognizes that the majority of web sites dont usually place a one way back link out of sheer altruism. Usually it is because the site is being compensated in some way.

Google and many other search engines have partnered with Blogging sites to combat comment spam (the practice of dumping your link in a blog to try to improve your page rank). Links posted in most blogs contain the "nofollow" attribute, directing the search engines to ignore it.

In other words you have to stick to more natural ways of getting back links such as using social network sites

directing your traffic back to your site will help you on the long run , so avoid buying back links.

To learn more how to increase the quality of back links to your site visit

<http://AttractionMarketingInMotion.com>

Duration : **0:9:14**

[youtube R-10BG18ezw]

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