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# **is exchanging links between websites the key to increasing your ranking on search engines?**

I have heard this but I don't know why it would lead to better rankings on search engines

I don't think it helps much. You need to tell them you're there I think. My IT man did it for me, he just went to google and registered my website somehow - he said it wasn't difficult - sorry can't be more help, but I don't think links are the key.

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