



Link Popularity – Quality Factors

Link building has been a topic of discussion ever since the Florida update of Google in year 2003. More so because it has the potential of affecting the Google Page Rank and the search engine rankings for various keywords.

Search engines have designated valuable importance to the incoming links to a website. It has been observed in the past that better link popularity helps achieve high page rank, which in turn improves your Search Engine Rankings.

As much as building links is important, it is equally important to consider the quality of links being built. We highlight some of these quality parameters below:

1. Theme Based Links

Getting Links from your business or niche related websites has a higher weight age than links from non-thematic websites.

2. High Page Rank

High Page Rank Links improves the Google Page Rank of your website. Preferably, a link should come in from PR 3 or above websites.

3. No FFA (Free For All) Links

There are many FFA (Free For All) directories available on the web that let you add back link instantly. These sites have no specific theme and give out link to any website that puts in a request. FFA back links should be avoided as they have a negative impact on the search engine positioning.

4. Avoid Gaming and Pornographic Websites.

Avoid getting links from websites related to pornographic or websites unless your website is from the same domain.

5. Links from one C class IP

Try and avoid links from different sites on a similar IP address. Search Engines may perceive this as a Link Farming technique.

Instead it is much more effective to get links from a C class IP address which in most cases are acquired by government organizations, educational organizations or very large corporations.

The aforementioned are only few of the important factors that are to be considered while implementing any successful Link Building Campaign. Quality link building is important for any search engine campaign and should be carried out with due care.

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