

## Link Baiting vs. Traditional Link Building

**"The words you put on a web page have no life of their own until they get read. And those words will not gain prominence in search engines until they are linked to by relevant, authoritative sources."**

Until recently, Link building has been an important factor for increasing visibility of your website. The most popular way of traditional link building is link exchange. You browse the Internet for other website that are related to your website, contact the Webmasters by sending spam e-mails to ask them if they want to add your link to their sites and in turn you would also add their URL in your website. Apart from this tedious effort, you may also invest a little to buy links to improve your page rank.

Link Baiting is a relatively new term in the SEO world that's been on fire over the last year or so. It is about writing useful and creative content that somehow baits viewers to place links to it from other websites. Rather than hunting out links, you are bringing the links to you through unique and popular site content.

People link to you naturally, if your content is original, unique and creative. Like exposing a scammer; being a contrarian about a story, product, or prominent person's opinion; publishing some original research. If you can hit that sweet spot for your audience then the links will roll in, and in, and in.

Link Baiting was never popular before because it was never as effective as it is now, or as effective as it is going to get. A couple of years ago, you were considered lucky if your remarkable content naturally attracted more than a handful of links. The effort that went into creating the content wasn't always worth the reward.

Today with the rise of the blogosphere, meritocracy and social bookmarking sites, it is much easier to get your content in front of tons of eyeballs. You devise a mini-PR campaign around the release of a link bait article so that bloggers and social media users are made aware and can help promote the piece in tandem. So all it takes is one interesting page on a site, someone to notice the page, and a few people to share the link - and before you know it, you've accrued a large number of links across a wide variety of sites.

The best link bait will bring links into a site long after the buzz about it is gone. It will bring links because it is worth link to. And if given a chance to follow its natural evolution link bait will ultimately improve the overall quality of the web.

This technique can really help a business to flourish and improve the brand name, hence a good webmaster will actually go for link baiting. It is far easier, quicker and more effective than traditional link building. So if you were ever worried about the amount of link building you'd have to do to become an "authority" consider link baiting in your arsenal. It is a killer way to break into the new area.

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