

# Secrets of Link Popularity for Online Income

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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## What is Link Popularity and Why Is It So Important?

Why is link popularity so important? First of all, what is link popularity? Link popularity is the search engines' assignment of popularity to your web site based on your inbound links – and that impacts your search engine rankings. So you need link popularity to get the search engine rankings you want.

You can get link popularity in a number of different ways. You can get link popularity by trading links with other web masters. The reason I don't do that though is that if they get their web site delisted in the search engines or something like that, then you have a link to a bad web site. So if you are going to do that, put all the links on one page or set of pages, and then check them once a month. Anybody who is showing a '0' pagerank should be taken off your list – and do not exchange links with anyone who is a '0' pagerank.

So how else to do it? A tedious way of doing it, but it works, is web site directory submission – you submit your web site to a list of maybe 100 web directories – and they post a link to you in their web site. The drawback to that is that it can take up to six months for the links to show up – but, hey, you are planning to be in business in six months anyway, right – so then the links will help you then.

The next way to get link popularity – and my favorite way – is to write articles and submit them to the various article directories online. They like to have your content, and of course you like to have the link back to your web site, so it actually works out quite well for both of you.

The key with this is to write a lot of articles – I have people complain to me that they are not getting any traffic from the articles – but they have only submitted like 10 or so. Look, I know it is hard work – but at the time I am writing this I have around 6000 articles on all of my avenues.

So it gets me back to my old soapbox – you have to work hard if you want to make it online – but if you make it online, the rewards are great.

## How Many Inbound Links do You Need?

So how do you decide how many inbound links you need for your web page?

There are a number of different ways you can do this, all of them centering around the idea that if you optimize your web page and your linking structure in such a way that it is better than the other web sites that are competing for a ranking for your given keyword, then it follows that your web site should develop a higher ranking than the other web sites.

So the bottom line is that you want to optimize your web site better than everyone else on the results page for your keyword.

There are a number of different factors that the search engines take into account when decided how to rank you for a specific keyword.

Some of the things they take into account are how well your web site is on-page optimized, how long your web site has been around, how many inbound links you have, the text on the anchors to your inbound links, and the quality of the inbound links that you have coming into your web site.

You cannot control how long your web site has been around in relation to others competing for the top ten results, so you simply have to do everything else a tad better than the other web sites do it, to compensate for not being online for as long.

In the area of on-page optimization, you should do the basics and do them well. You may find that some of the web sites with whom you are competing are doing things on their web pages that are unscrupulous. The key here is that when they get caught, they will be banned and will fall out of the top ten results. So if any of that is occurring, just be patient on that count, and you will be rewarded.

So now we have the number of inbound links, the text on the anchors to the inbound links, and the quality of the inbound links coming into your web site.

Those are three things we can control, and they are also things we can study about our competitors' web sites.

## **My Favorite Form of Link Building: Article Marketing**

Link popularity is so very important today in the arena of natural search engine rankings.

But how do you achieve link popularity and do it with a minimal cost? Sure, you can buy links, but are they really cost effective? My biased opinion is that they are not.

But in my also biased opinion, article writing for link popularity is very cost effective, especially if you are just getting started online and have more time than money.

How does it work?

With article marketing, you write articles that are tightly themed to the niche market of your web site. You include in those articles a link or two to your own web site, with anchor text that corresponds to a keyword for which you want to have high link popularity.

Next, you submit those articles to various online article directories, and when they publish the articles, you will receive back links with your anchor text link included in the articles.

Those back links create link popularity for you at a much lower cost than paying for the links.

One useful thing to think about:

When you are writing articles for the circulation, submit many articles to a few article directories that are big, get big traffic and have RSS delivery to other sites.

When you are writing articles for link popularity, write a few articles and submit them to every article directory, no matter how big or small. That will create more back links.

Now start writing!

### **Some notes from Sean Mize**

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made using link popularity tactics online.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize